

# 1967 CENSUS OF BUSINESS



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U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS  
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## MAJOR RETAIL CENTERS

in Standard Metropolitan  
Statistical Areas

**NEW JERSEY**

U.S. DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS



The 1967 Census of Business reports will comprise eight volumes:

Vols. I, II, III, IV—Retail Trade

Vols. V, VI—Wholesale Trade

Vols. VII, VIII—Selected Services

Retail Trade reports are issued first as separate preprints and then brought together in the following volumes:

#### **VOL. I. RETAIL TRADE, SUBJECT REPORTS**

A U.S. summary chapter and chapters presenting tabulations based on the following characteristics of individual establishments: sales-size; employment-size; single or multiunit ownership; and legal form of ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business. This volume consists of the subject reports previously issued as series BC67-RS.

#### **VOL. II. RETAIL TRADE, AREA STATISTICS**

A U.S. summary chapter and chapters for each State, the District of Columbia, Guam, and the Virgin Islands. Statistics are presented by kind of business, for counties, cities, standard metropolitan statistical areas, and for selected towns and townships in New England, New Jersey, and Pennsylvania. The kind-of-business detail varies in accordance with the number of retail establishments in an area. This volume consists of the area reports previously issued as series BC67-RA.

#### **VOL. III. MAJOR RETAIL CENTERS**

A summary chapter and a chapter for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each chapter presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA's. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business. This volume consists of the major retail center reports previously issued as series BC67-MRC.

#### **VOL. IV. RETAIL MERCHANDISE LINE SALES**

A U.S. summary chapter and chapters for each State. Each chapter presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business. This volume consists of the reports previously issued as series BC67-MLS.

Issued May 1970

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NEW JERSEY, BC67-MRC-31**

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# 1967 CENSUS OF BUSINESS



BC67-MRC-31

## MAJOR RETAIL CENTERS

in Standard Metropolitan  
Statistical Areas

### NEW JERSEY



**U.S. DEPARTMENT OF COMMERCE** Maurice H. Stans, Secretary  
Rocco C. Siciliano, Under Secretary  
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## Introduction

**AUTHORITY AND SCOPE**—The economic censuses are required by law under Title 13, United States Code, sections 131, 191, and 224. The 1967 Census of Business portion of the economic censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies, and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

**KINDS OF BUSINESS COVERED**—This series of reports provides findings only for retail stores in the areas covered. Data for nonstore retailers are not included in these reports. For definitions, see appendix A.

**AREAS COVERED**—This series consists of a summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Data for SMSAs which cross State lines, appear only in the State report in which the SMSA is primarily located. Each report presents data for the major retail centers (MRC's) in the SMSA's. Data are also shown for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA.

**DELINEATION OF MAJOR RETAIL CENTERS**—Two types of major retail centers have been delineated for these reports: (1) Central business districts (CBD's); and (2) concentrations of retail stores (other than CBD's) located in each SMSA.

Since there were no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau (1) in

consultation with local census tract committees defined a CBD as "an area of very high land valuation; an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i.e., to consist of one or more whole census tracts. The emphasis on tract boundaries was based on the fact that census statistics other than those derived from the Census of Business are identified in terms of tract location and therefore can conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of area segments not consistent with the first criterion or to the exclusion of small segments which clearly belonged within the first criterion. It was believed that these shortcomings generally would not prove to be serious and that the differences in area probably would not significantly affect the totals for the items being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant in order to maximize the value of comparisons over time.

In some cities previously established CBD's or similar areas which substantially corresponded to the Census Bureau's requirements for CBD's were accepted for use in the Bureau's program.

Major retail centers (MRC's) are defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas but outside of the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which is classified as a department store.

MRC's include not only the planned suburban shopping centers but also the older "string" street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved, to include all of the center.



Because MRC's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) without infringement of the Bureau's legal requirement for maintenance of confidentiality. For this reason, it is necessary to limit the sales figures for MRC's to only—

1. Retail stores, total.
2. Convenience goods stores, i.e., food stores (SIC 54); eating and drinking places (SIC 58); and drug, proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53 part); apparel, accessory stores (SIC 56); and furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 59, except 591).

This report series was started as a part of the 1954 Census of Business, at which time data were provided for a total of 95 CBD's. In the 1958 Census of Business additional CBD's were defined and MRC's were identified for the first time. At that time data were published for

109 CBD's and for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's located in 116 SMSA's and for 972 MRC's. The present series will include data for about 1,700 MRC's located in the 230 SMSA's in the United States and for 134 CBD's.

**CENSUS DISCLOSURE RULES**—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

**STANDARD METROPOLITAN STATISTICAL AREAS**—The standard metropolitan statistical areas (SMSA's) included in these reports are those defined by the Bureau of the Budget in 1967.<sup>1</sup>

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<sup>1</sup>Executive Office of the President, Bureau of the Budget, **Standard Metropolitan Statistical Areas, 1967**, as amended January 15, 1968.

MAJOR RETAIL CENTERS  
IN STANDARD METROPOLITAN  
STATISTICAL AREAS

# New Jersey

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# ATLANTIC CITY, N.J.

## Standard Metropolitan Statistical Area



# ATLANTIC CITY, N.J.

## City and Major Retail Centers

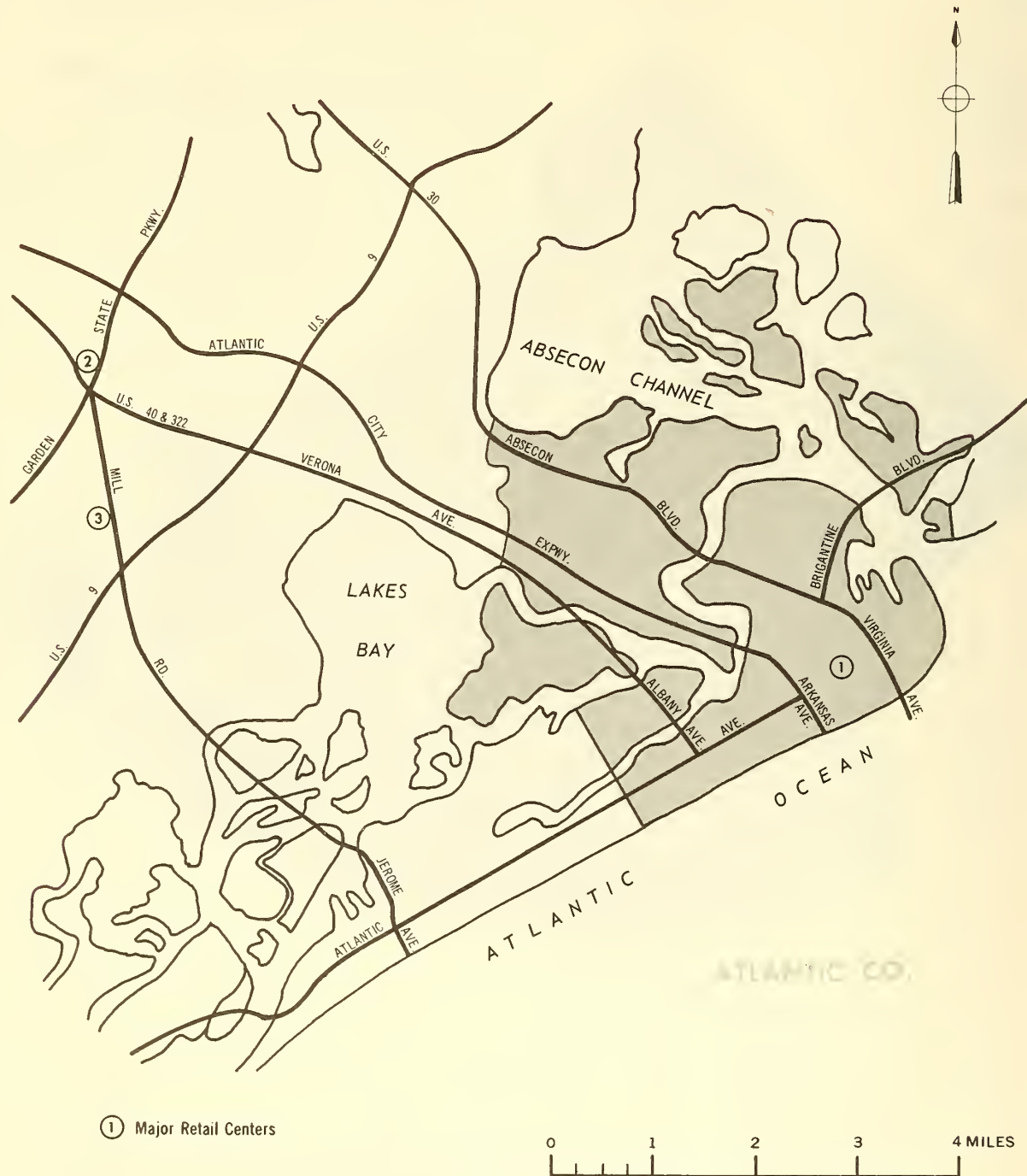


TABLE 1. Major Retail Centers in the SMSA: 1967

ATLANTIC CITY SMSA — Coextensive with Atlantic County, N.J.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)		
			No. 1	No. 2	No. 3
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	2 359	243	17	21
	SALES . . . . . \$1,000. . .	351 135	45 213	19 120	9 042
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	1 120	84	4	7
	SALES . . . . . \$1,000. . .	145 451	11 742	(0)	584
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	343	90	8	5
	SALES . . . . . \$1,000. . .	88 954	26 207	(0)	(0)
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	896	69	5	9
	SALES . . . . . \$1,000. . .	116 730	7 264	583	(0)
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	2 359	243	17	21
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS . . . . .	75	5	-	1
5251	HARDWARE STORES . . . . .	22	2	-	-
52 EX. 5251	OTHER . . . . .	53	3	-	1
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	77	16	2	2
531	DEPARTMENT STORES . . . . .	6	1	1	1
533	VARIETY STORES. . . . .	27	5	1	-
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	44	10	-	1
54	FOOD STORES . . . . .	401	22	2	5
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	106	3	-	2
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	218	5	3	1
56	APPAREL AND ACCESSORY STORES. . . . .	180	57	5	-
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	97	32	-	-
562	WOMEN'S READY-TO-WEAR STORES. . . . .	62	15	-	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	83	25	5	-
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	86	17	1	3
5712	FURNITURE STORES. . . . .	20	2	-	-
OTHER 571	HOME FURNISHING STORES. . . . .	27	4	-	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	39	11	1	2
58	EATING AND DRINKING PLACES. . . . .	657	53	1	2
5812	EATING PLACES . . . . .	409	31	1	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	248	22	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	62	9	1	-
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	497	56	2	5
592	LIQUOR STORES . . . . .	79	12	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	19	1	-	-
597	JEWELRY STORES. . . . .	46	9	1	-
5992	FLORISTS. . . . .	31	2	-	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by Arctic Ave., Virginia Ave., Pacific Ave. and Arkansas Ave. (Atlantic City) Tract 9

MRC No. 2 Includes the planned center known as "Sears Center" and establishments on Cardiff Circle and U.S. 40 at intersection with Garden State Parkway. (Atlantic Co.)

MRC No. 3 Includes the planned centers known as "Tilton Road Shopping Center" and establishments on Tilton Road from Township Line to Debora St. (Northfield)



# JERSEY CITY, N.J.

## Standard Metropolitan Statistical Area and Central Business District

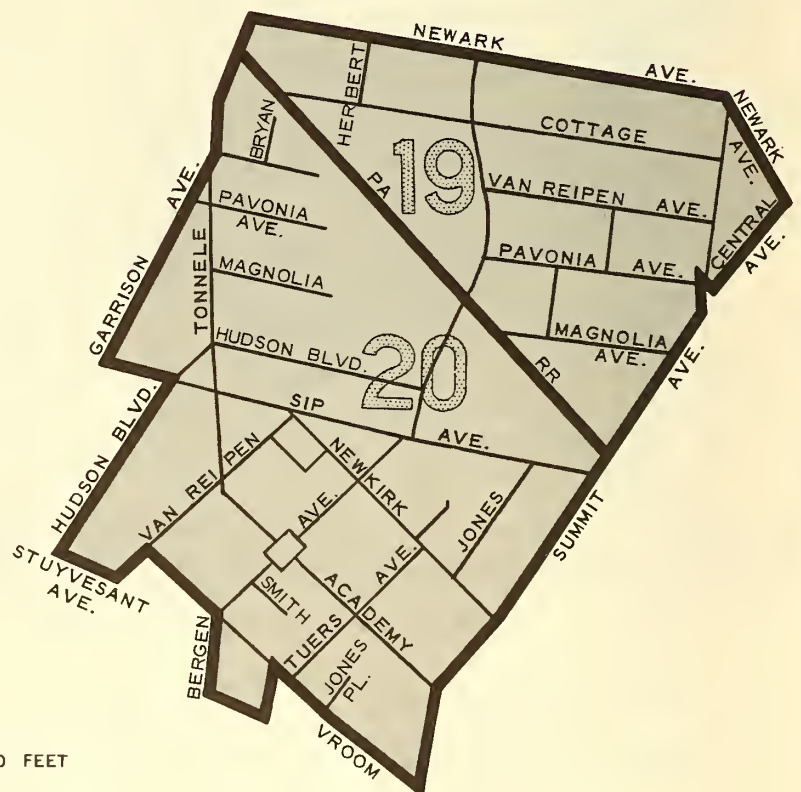


0 2 4 6 MILES



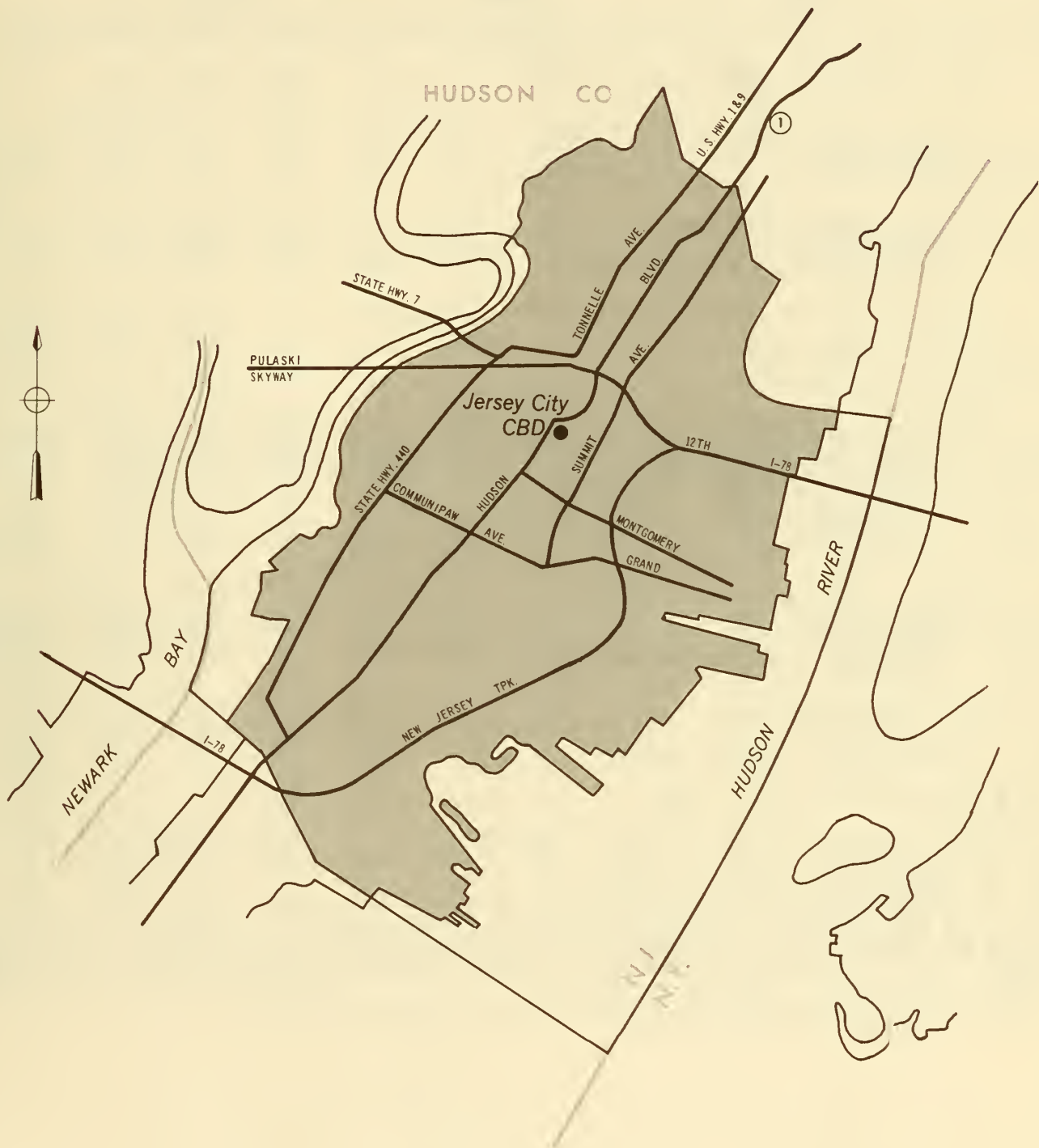
Comprising Census Tracts 19 and 20

0 1000 2000 FEET



# JERSEY CITY, N.J.

## City and Major Retail Centers



0 1 2 3 MILES

- Central Business District
- ① Major Retail Centers

TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	189	49 587	6 982	1 764	226	43 232	5 838
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	1	(D)	(D)	(D)	7	123	(D)
5251	HARDWARE STORES. . . . .	1	(D)	(D)	(D)	3	45	(D)
52 EX. 5251	OTHER. . . . .	-	-	-	-	4	78	-
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	4	3 988	453	163	7	4 000	478
531	DEPARTMENT STORES. . . . .	1	(D)	(D)	(D)	1	(D)	(D)
533	VARIETY STORES . . . . .	1	(D)	(D)	(D)	2	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . . .	2	(D)	(D)	(D)	4	(D)	(D)
54	FOOD STORES. . . . .	20	12 976	1 511	352	29	11 445	1 109
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	4	(D)	(D)	(D)	4	1 474	182
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	1	(D)	(D)	(D)	4	181	(D)
56	APPAREL AND ACCESSORY STORES . . . . .	65	13 669	1 886	448	66	10 444	1 534
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	29	5 198	690	194	32	4 300	623
562	WOMEN'S READY-TO-WEAR STORES . . . . .	11	2 451	299	92	13	2 236	319
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	36	8 471	1 196	254	34	6 144	911
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	11	3 328	510	96	11	(D)	(D)
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	3	(D)	(D)	(D)	1	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	17	3 064	404	87	18	2 562	354
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	3	346	(D)	(D)	4	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	13	4 587	660	89	21	3 842	381
572	FURNITURE STORES . . . . .	1	(D)	(D)	(D)	1	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES. . . . .	2	(D)	(D)	(D)	7	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	10	2 440	213	37	13	2 220	241
58	EATING AND DRINKING PLACES . . . . .	47	5 118	1 360	459	49	5 289	1 298
5812	EATING PLACES. . . . .	33	4 550	1 249	428	34	4 655	1 207
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	14	568	111	31	15	634	91
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	6	2 652	408	89	3	2 043	322
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	28	3 670	410	125	36	4 391	509
592	LIQUOR STORES. . . . .	4	1 017	67	26	8	1 276	148
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	-	-	-	-	-	-	-
597	JEWELRY STORES . . . . .	6	1 464	180	45	4	1 084	146
5992	FLORISTS . . . . .	2	(D)	(D)	(D)	3	159	27

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. <sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Some totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	2 296	331 938	36 779	8 854	2 683	266 737	30 053
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	51	4 816	649	142	64	5 331	697
5251	HARDWARE STORES. . . . .	27	(D)	196	40	39	1 844	249
52 EX. 5251	OTHER. . . . .	24	(D)	453	102	25	3 487	448
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	62	37 975	3 944	973	68	10 625	1 289
531	DEPARTMENT STORES. . . . .	3	(D)	(D)	(D)	1	(D)	(D)
533	VARIETY STORES . . . . .	19	5 043	787	254	25	4 892	775
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	40	(D)	(D)	(D)	42	(D)	(D)
54	FOOD STORES. . . . .	621	91 610	7 286	1 716	785	82 500	6 090
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	53	33 735	3 005	426	72	21 003	1 957
55 PT. (554)	GASOLINE SERVICE STATIONS. . . . .	118	16 307	1 290	299	132	17 193	1 526
56	APPAREL AND ACCESSORY STORES . . . . .	233	32 299	4 352	1 106	311	31 735	4 235
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	105	13 497	1 978	527	149	14 325	1 975
562	WOMEN'S READY-TO-WEAR STORES . . . . .	48	6 747	941	269	66	6 767	963
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	128	18 802	2 374	579	162	17 410	2 260
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	37	5 959	803	157	42	5 001	686
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	16	5 482	653	174	28	4 102	498
566	SHOE STORES <sup>3</sup> . . . . .	41	5 592	792	203	48	4 953	707
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	14	1 246	126	45	44	3 354	369
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	118	17 556	2 663	500	148	14 828	1 906
5712	FURNITURE STORES . . . . .	48	8 375	1 504	234	53	7 055	1 011
OTHER 571	HOME FURNISHINGS STORES. . . . .	32	3 468	499	134	46	2 917	415
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	38	5 713	660	132	49	4 856	480
58	EATING AND DRINKING PLACES . . . . .	636	34 561	6 833	2 253	645	32 892	6 515
5812	EATING PLACES. . . . .	317	21 087	4 939	1 693	298	18 607	4 531
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	319	13 474	1 894	560	347	14 285	1 984
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	80	11 092	1 485	371	88	10 084	1 476
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	324	51 987	5 272	1 068	370	40 546	4 362
592	LIQUOR STORES. . . . .	65	8 643	538	181	88	9 605	736
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	10	284	31	8	5	319	47
597	JEWELRY STORES . . . . .	26	2 314	274	72	23	1 897	232
5992	FLORISTS . . . . .	27	1 078	136	57	29	1 052	145

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Include data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

JERSEY CITY SMSA—Coextensive with Hudson County, N.J.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	5 941	788 859	85 681	21 495	6 523	690 303	74 425
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	139	19 849	2 691	483	161	19 251	2 757
5251	HARDWARE STORES. . . . .	67	(D)	441	99	79	4 834	613
52 EX. 5251	OTHER. . . . .	72	(D)	2 250	384	82	14 417	2 144
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	164	92 952	10 209	2 796	160	64 414	7 077
531	DEPARTMENT STORES. . . . .	8	74 209	7 731	1 928	6	45 401	4 493
533	VARIETY STORES . . . . .	50	11 712	1 869	699	52	10 829	1 765
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . . .	106	7 031	609	169	102	8 184	819
54	FOOD STORES. . . . .	1 530	227 375	17 980	4 585	1 796	200 592	14 945
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	148	90 520	7 632	1 162	179	79 452	6 409
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	363	45 935	3 653	909	369	40 970	3 487
56	APPAREL AND ACCESSORY STORES . . . . .	561	75 509	10 188	2 614	682	70 049	9 070
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	264	31 315	4 172	1 210	317	29 754	3 896
562	WOMEN'S READY-TO-WEAR STORES . . . . .	139	16 648	2 100	657	151	16 771	2 239
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	297	44 194	6 016	1 404	365	40 295	5 172
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	82	18 244	2 686	532	107	16 123	2 164
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	35	8 900	1 178	300	67	7 766	947
566	SHOE STORES <sup>3</sup> . . . . .	91	11 706	1 601	418	109	10 644	1 395
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	34	3 950	551	154	82	5 762	666
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	301	44 347	5 820	1 111	327	36 821	4 936
5712	FURNITURE STORES . . . . .	121	20 118	3 175	523	132	17 477	2 805
OTHER 571	HOME FURNISHINGS STORES. . . . .	86	8 369	1 151	292	89	7 532	1 009
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	94	15 860	1 494	296	106	11 812	1 122
58	EATING AND DRINKING PLACES . . . . .	1 677	79 276	15 351	5 137	1 743	77 022	14 413
5812	EATING PLACES. . . . .	795	48 848	11 298	3 882	744	43 032	9 941
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	882	30 428	4 053	1 255	999	33 990	4 472
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	187	23 385	3 028	809	206	21 019	2 836
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	871	89 711	9 129	1 889	900	80 713	8 495
592	LIQUOR STORES. . . . .	188	21 037	1 324	394	235	22 507	1 555
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	23	1 637	159	31	17	1 296	155
597	JEWELRY STORES . . . . .	84	5 903	746	173	59	4 431	612
5992	FLORISTS . . . . .	66	2 616	351	112	75	2 567	352

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	14.7	24.4	14.3	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	(D)	-9.7	3.1	(D)	1.5	2.5
5251	HARDWARE STORES . . . . .	(D)	(D)	(D)	(D)	(D)	(D)
52 EX. 5251	OTHER . . . . .	-100.0	(D)	(D)	-	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	-0.3	257.4	44.3	8.0	11.4	11.8
531	DEPARTMENT STORES . . . . .	(D)	(D)	63.4	(D)	(D)	9.4
533	VARIETY STORES . . . . .	(D)	3.1	8.1	(D)	1.5	1.5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	(D)	-23.7	-14.1	(D)	(D)	0.9
54	FOOD STORES . . . . .	13.4	11.0	13.3	26.2	27.6	28.8
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	(D)	60.6	13.9	(D)	10.2	11.5
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	(D)	-5.2	12.1	(D)	4.9	5.8
56	APPAREL AND ACCESSORY STORES . . . . .	30.9	1.8	7.8	27.6	9.7	9.6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	20.9	-5.8	5.2	10.5	4.0	4.0
562	WOMEN'S READY-TO-WEAR STORES . . . . .	9.6	-0.3	-0.7	4.9	2.0	2.1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES . . . . .	37.9	8.0	9.7	17.1	5.7	5.6
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	19.4	18.4	20.4	9.3	5.3	5.6
5712	FURNITURE STORES . . . . .	(D)	18.7	15.1	(D)	2.5	2.5
OTHER 571	HOME FURNISHINGS STORES . . . . .	(D)	18.9	11.1	(D)	1.0	1.1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES . . . . .	9.9	17.6	34.3	4.9	1.8	2.0
58	EATING AND DRINKING PLACES . . . . .	-3.2	5.1	2.9	10.3	10.4	10.0
5812	EATING PLACES . . . . .	-2.3	13.3	13.5	9.2	6.3	6.2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-10.4	-5.7	-10.5	1.1	4.1	3.8
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	29.8	10.0	11.3	5.3	3.3	3.0
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>2</sup> . . . . .	-16.4	28.2	11.1	7.4	15.7	11.4
592	LIQUOR STORES . . . . .	-20.3	-10.0	-6.5	2.1	2.6	2.7
595	SPORTING GOODS STORES, BICYCLE SHOPS . . .	-	-11.0	26.3	-	0.1	0.2
597	JEWELRY STORES . . . . .	35.0	22.0	33.2	3.0	0.7	0.7
5992	FLORISTS . . . . .	(D)	2.5	1.9	(D)	0.3	0.3

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	14.9	6.3
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	(D)	(D)
5251	HARDWARE STORES . . . . .	(D)	(D)
52 EX. 5251	OTHER . . . . .	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	10.5	4.3
531	DEPARTMENT STORES . . . . .	(D)	(D)
533	VARIETY STORES. . . . .	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	(D)	(D)
54	FOOD STORES . . . . .	14.2	5.7
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	(D)	(D)
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	(D)	(D)
56	APPAREL AND ACCESSORY STORES. . . . .	42.3	18.1
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . . . .	38.5	16.6
562	WOMEN'S READY-TO-WEAR STORES. . . . .	36.3	14.7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	45.1	19.2
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	55.8	18.2
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	54.8	26.2
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	27.8	8.8
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	26.1	10.3
5712	FURNITURE STORES. . . . .	(D)	(D)
OTHER 571	HOME FURNISHINGS STORES . . . . .	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	42.7	15.4
58	EATING AND DRINKING PLACES. . . . .	14.8	6.5
5812	EATING PLACES . . . . .	21.6	9.3
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	4.2	1.9
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	23.9	11.3
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	7.1	4.1
592	LIQUOR STORES . . . . .	11.8	4.8
595	SPORTING GOODS STORES AND BICYCLE SHOPS . . . . .	-	-
597	JEWELRY STORES. . . . .	63.3	24.8
5992	FLORISTS. . . . .	(D)	(D)

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. <sup>†</sup>Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.

<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.

<sup>3</sup>1967 data limited to "employer" establishments.

<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)
				No. 1
	RETAIL STORES, TOTAL: <sup>1</sup>			
	NUMBER. . . . .	5 941	189	147
	SALES . . . . . \$1,000. .	788 859	49 587	34 034
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER. . . . .	3 394	73	39
	SALES . . . . . \$1,000. .	330 036	20 746	3 424
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>			
	NUMBER. . . . .	1 026	82	83
	SALES . . . . . \$1,000. .	212 808	22 244	28 331
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER. . . . .	1 521	34	25
	SALES . . . . . \$1,000. .	246 015	6 597	2 279
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	5 941	189	147
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . . .	139	1	1
5251	HARDWARE STORES . . . . .	67	1	-
52 EX. 5251	OTHER . . . . .	72	-	1
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	164	4	16
531	DEPARTMENT STORES . . . . .	8	1	2
533	VARIETY STORES. . . . .	50	1	5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	106	2	9
54	FOOD STORES . . . . .	1 530	20	11
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	148	4	-
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	363	1	2
56	APPAREL AND ACCESSORY STORES. . . . .	561	65	43
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . .	264	29	20
562	WOMEN'S READY-TO-WEAR STORES. . . . .	139	11	12
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	297	36	23
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES .	301	13	24
5712	FURNITURE STORES. . . . .	121	1	10
OTHER 571	HOME FURNISHING STORES. . . . .	80	2	8
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES. . .	94	10	6
58	EATING AND DRINKING PLACES. . . . .	1 677	47	24
5812	EATING PLACES . . . . .	795	33	20
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	882	14	4
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	187	6	4
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	871	28	22
592	LIQUOR STORES . . . . .	188	4	4
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	23	-	-
597	JEWELRY STORES. . . . .	84	6	9
5992	FLORISTS. . . . .	66	2	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes establishments on Bergenline Ave. from 32nd St. to 43rd St.; on 32nd St. from New York Ave. to Hudson Blvd; from Sip St. to 32nd St. (Union city) (Hudson County)

# NEWARK, N.J.

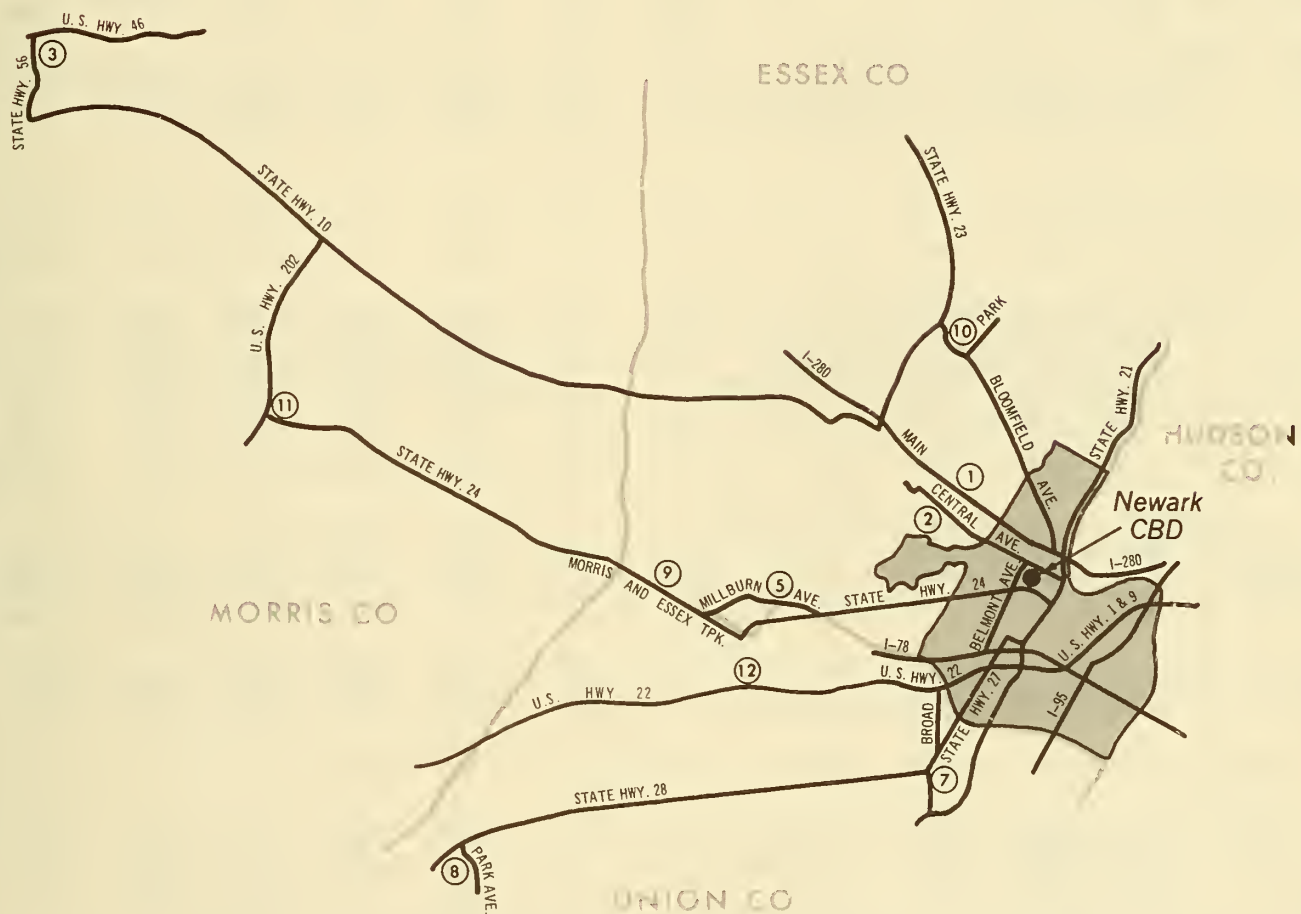
## Standard Metropolitan Statistical Area and Central Business District





# NEWARK, N.J.

## City and Major Retail Centers



No. 4 Unassigned  
No. 6 Unassigned

- Central Business District
- ① Major Retail Centers

0 2 4 6 MILES

TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)	Paid employees for week including March 12  (number)	Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	697	243 158	47 762	11 357	875	266 804	48 229
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	5	1 401	183	25	12	1 823	265
5251	HARDWARE STORES. . . . .	2	(D)	(D)	(D)	8	534	121
52 EX. 5251	OTHER. . . . .	3	(D)	(D)	(D)	4	1 289	144
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	24	109 474	26 310	5 897	25	122 523	26 448
531	DEPARTMENT STORES. . . . .	5	(D)	(D)	(D)	5	(D)	(D)
533	VARIETY STORES. . . . .	3	(D)	(D)	(D)	4	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	16	1 828	275	86	16	1 433	137
54	FOOD STORES. . . . .	53	15 213	1 580	368	87	14 127	1 322
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	7	13 270	1 130	118	10	21 511	1 618
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	17	2 047	173	52	22	1 829	147
56	APPAREL AND ACCESSORY STORES . . . . .	137	45 965	7 119	1 777	174	44 519	7 048
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	46	12 444	1 679	433	50	20 715	3 267
562	WOMEN'S READY-TO-WEAR STORES . . . . .	26	11 318	1 500	377	25	18 392	2 875
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	91	33 521	5 440	1 344	124	23 804	3 781
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	42	14 454	2 711	453	60	14 055	2 474
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	5	(D)	(D)	(D)	5	313	30
566	SHOE STORES <sup>3</sup> . . . . .	36	7 918	1 160	271	49	8 999	1 206
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	4	(D)	(D)	(D)	10	437	71
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	43	11 718	2 106	402	60	15 104	2 472
5712	FURNITURE STORES . . . . .	14	4 730	955	164	21	5 896	1 021
OTHER 571	HOME FURNISHINGS STORES. . . . .	11	3 612	554	121	15	3 620	583
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	18	3 376	597	117	24	5 588	868
58	EATING AND DRINKING PLACES . . . . .	242	23 355	6 068	2 025	270	23 252	5 928
5812	EATING PLACES. . . . .	159	19 105	5 144	1 799	174	17 337	4 784
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	83	4 250	924	226	96	5 915	1 144
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	15	4 797	720	156	15	4 425	753
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	154	15 918	2 373	537	200	17 691	2 228
592	LIQUOR STORES. . . . .	13	1 497	105	31	18	1 756	141
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	-	-	-	-	1	(D)	(D)
597	JEWELRY STORES . . . . .	39	6 061	1 021	211	39	6 027	771
5992	FLORISTS . . . . .	5	692	132	34	5	337	77

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>r</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	3 749	629 278	92 299	22 228	4 525	646 590	90 675
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	84	9 996	1 340	264	129	12 596	1 565
5251	HARDWARE STORES. . . . .	51	3 714	408	119	79	3 538	364
52 EX. 5251	OTHER. . . . .	33	6 282	932	145	50	9 058	1 201
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	84	127 709	28 927	6 649	88	143 059	29 376
531	DEPARTMENT STORES. . . . .	6	110 013	25 828	5 594	6	124 532	27 466
533	VARIETY STORES . . . . .	21	12 162	(D)	(D)	24	13 385	1 360
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	57	5 534	(D)	(D)	58	5 142	550
54	FOOD STORES. . . . .	817	131 235	11 183	2 765	1 153	121 078	8 886
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	72	73 083	6 508	959	89	73 698	6 248
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	213	24 671	1 904	527	244	25 396	1 944
56	APPAREL AND ACCESSORY STORES . . . . .	329	62 342	9 248	2 393	455	66 550	9 726
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	122	17 591	2 330	655	163	29 282	4 463
562	WOMEN'S READY-TO-WEAR STORES . . . . .	68	14 775	1 947	537	90	24 907	3 898
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	207	44 751	6 918	1 738	292	37 268	5 263
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	68	17 054	3 103	534	97	17 074	2 810
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	25	14 699	2 077	786	55	5 606	(D)
566	SHOE STORES <sup>3</sup> . . . . .	65	(D)	(D)	(D)	85	11 827	1 547
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . .	16	(D)	(D)	(D)	55	2 761	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	195	35 348	5 813	1 091	243	38 417	6 063
5712	FURNITURE STORES . . . . .	88	20 366	3 679	646	106	20 459	3 266
OTHER 571	HOME FURNISHINGS STORES. . . . .	45	5 493	834	198	77	7 937	1 361
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	62	9 489	1 300	247	60	10 021	1 436
58	EATING AND DRINKING PLACES . . . . .	1 200	79 592	16 640	5 275	1 297	80 069	16 284
5812	EATING PLACES. . . . .	660	51 974	12 297	4 021	693	50 171	11 792
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	540	27 618	4 343	1 254	604	29 898	4 492
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	112	19 659	2 548	689	134	19 757	2 637
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	643	65 643	8 188	1 616	693	65 970	7 946
592	LIQUOR STORES. . . . .	147	19 973	1 415	359	197	20 711	1 551
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	5	(D)	(D)	(D)	9	250	(D)
597	JEWELRY STORES . . . . .	75	7 559	1 182	238	51	6 721	850
5992	FLORISTS . . . . .	44	(D)	(D)	(D)	51	1 935	361

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

NEWARK SMSA—Consists of Essex, Morris, and Union Counties, N.J.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	14 826	2 950 674	357 584	87 143	15 518	2 506 607	301 406
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	509	103 126	13 204	2 449	648	96 194	12 344
5251	HARDWARE STORES. . . . .	221	25 170	2 920	743	278	18 789	2 090
52 EX. 5251	OTHER. . . . .	288	77 956	10 284	1 706	370	77 405	10 254
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	436	390 915	62 533	16 236	403	316 688	52 929
531	DEPARTMENT STORES. . . . .	28	297 004	48 624	11 694	24	236 164	41 732
533	VARIETY STORES . . . . .	122	55 207	9 295	3 326	135	47 552	6 972
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . . . . .	286	38 704	4 614	1 216	244	32 972	4 225
54	FOOD STORES. . . . .	2 794	750 413	63 590	15 318	3 224	591 730	47 700
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	565	478 329	43 604	6 753	607	450 921	38 861
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	1 382	176 626	12 849	3 482	1 462	152 428	11 554
56	APPAREL AND ACCESSORY STORES . . . . .	1 357	223 235	31 980	8 397	1 558	200 812	28 340
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	610	93 307	13 062	3 805	659	93 402	13 478
562	WOMEN'S READY-TO-WEAR STORES . . . . .	386	73 982	10 398	3 007	370	70 971	10 426
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	747	129 928	18 918	4 592	899	107 410	14 862
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	221	47 554	7 583	1 439	277	41 326	6 225
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	75	30 940	4 268	1 496	154	20 405	2 494
566	SHOE STORES <sup>3</sup> . . . . .	256	40 888	6 081	1 331	305	36 260	4 995
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	75	6 977	986	326	163	9 419	1 148
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	924	173 420	24 484	4 615	989	146 662	21 654
5712	FURNITURE STORES . . . . .	289	78 552	11 737	2 084	388	69 847	11 260
OTHER 571	HOME FURNISHINGS STORES. . . . .	309	35 445	5 494	1 283	299	32 241	5 004
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	326	59 423	7 253	1 248	302	44 574	5 390
58	EATING AND DRINKING PLACES . . . . .	3 455	265 398	57 845	19 451	3 421	225 073	47 767
5812	EATING PLACES. . . . .	2 132	195 094	46 717	16 052	1 997	155 758	37 490
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . . .	1 323	70 304	11 128	3 399	1 424	69 315	10 277
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	499	91 967	13 093	3 405	535	76 323	10 704
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	2 905	297 245	34 402	7 037	2 671	249 776	29 553
592	LIQUOR STORES. . . . .	492	83 447	6 195	1 465	577	75 502	5 703
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . . . .	114	12 960	1 371	260	119	7 808	859
597	JEWELRY STORES . . . . .	242	26 502	3 905	739	184	18 003	2 506
5992	FLORISTS . . . . .	232	13 266	2 347	609	227	10 215	1 877

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	- 8.9	-2.7	17.7	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	-23.1	-20.6	7.2	0.6	1.6	3.5
5251	HARDWARE STORES . . . . .	(D)	5.0	34.0	(D)	0.6	0.9
52 EX. 5251	OTHER . . . . .	(D)	-30.6	0.7	(D)	1.0	2.6
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	-10.7	-10.7	23.4	45.0	20.3	13.2
531	DEPARTMENT STORES . . . . .	-11.1	-11.7	25.8	(D)	17.5	10.0
533	VARIETY STORES . . . . .	(D)	-9.1	16.1	(D)	1.9	1.9
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . . . . .	27.6	7.6	17.4	0.8	0.9	1.3
54	FOOD STORES . . . . .	7.7	8.4	26.8	6.3	20.9	25.4
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	-38.3	-0.8	6.1	5.5	11.6	16.2
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	11.9	-2.9	15.9	0.8	3.9	6.0
56	APPAREL AND ACCESSORY STORES . . . . .	3.2	-6.3	11.2	18.9	9.9	7.6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	-39.9	-39.9	-0.1	5.1	2.8	3.2
562	WOMEN'S READY-TO-WEAR STORES . . . . .	-38.5	-40.7	4.2	4.7	2.3	2.5
OTHER 56	OTHER APPAREL AND ACCESSORY STORES . . . . .	40.8	20.1	21.0	13.8	7.1	4.4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	-22.4	-8.0	18.2	4.8	5.6	5.9
5712	FURNITURE STORES . . . . .	-19.8	-0.5	12.5	1.9	3.2	2.7
OTHER 571	HOME FURNISHINGS STORES . . . . .	-0.2	-30.8	9.9	1.5	0.9	1.2
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES . . . . .	-39.6	-5.3	33.3	1.4	1.5	2.0
58	EATING AND DRINKING PLACES . . . . .	0.4	-0.6	17.9	9.6	12.7	9.0
5812	EATING PLACES . . . . .	10.2	3.6	25.3	7.9	8.3	6.6
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	-28.1	-7.6	1.4	1.7	4.4	2.4
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	8.4	-0.5	20.5	2.0	3.1	3.1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>2</sup> . . . . .	-10.0	-0.5	19.0	6.5	10.4	10.1
592	LIQUOR STORES . . . . .	-14.8	-3.6	10.5	0.6	3.2	2.8
595	SPORTING GOODS STORES, BICYCLE SHOPS . . . . .	(D)	(D)	66.0	-	(D)	0.4
597	JEWELRY STORES . . . . .	0.6	12.5	47.2	2.5	1.2	0.9
5992	FLORISTS . . . . .	105.3	(D)	29.9	0.3	(D)	0.4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967.

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	38.6	8.2
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	14.0	1.4
5251	HARDWARE STORES . . . . .	(D)	(D)
52 EX. 5251	OTHER . . . . .	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	85.7	28.0
531	DEPARTMENT STORES . . . . .	(D)	(D)
533	VARIETY STORES. . . . .	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	33.0	4.7
54	FOOD STORES . . . . .	11.6	2.0
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	18.2	2.8
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	8.3	1.2
56	APPAREL AND ACCESSORY STORES. . . . .	73.7	20.6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . . . .	70.7	13.3
562	WOMEN'S READY-TO-WEAR STORES. . . . .	76.6	15.3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	74.9	25.8
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	84.8	30.4
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	(D)	19.4
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	33.2	6.8
5712	FURNITURE STORES. . . . .	23.2	6.0
OTHER 571	HOME FURNISHINGS STORES . . . . .	65.8	10.2
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	35.6	5.7
58	EATING AND DRINKING PLACES. . . . .	29.3	8.8
5812	EATING PLACES . . . . .	36.8	9.8
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	15.4	6.0
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	24.4	5.2
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	24.2	5.4
592	LIQUOR STORES . . . . .	7.5	1.8
595	SPORTING GOODS STORES AND BICYCLE SHOPS . . . . .	(D)	-
597	JEWELRY STORES. . . . .	80.2	22.9
5992	FLORISTS. . . . .	(D)	5.2

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. <sup>T</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)	
				No. 1	No. 2
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	14 826	697	93	97
	SALES . . . . . \$1,000. .	2 950 674	243 158	21 289	27 575
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	6 748	310	24	23
	SALES . . . . . \$1,000. .	1 107 778	43 365	4 272	9 532
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	2 717	204	31	43
	SALES . . . . . \$1,000. .	787 570	167 157	7 903	13 875
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	5 361	183	38	31
	SALES . . . . . \$1,000. .	1 055 326	32 636	9 114	4 168
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	14 826	697	93	97
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS . . . . .	509	5	1	3
5251	HARDWARE STORES . . . . .	221	2	-	1
52 EX. 5251	OTHER . . . . .	288	3	1	2
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	436	24	3	5
531	DEPARTMENT STORES . . . . .	28	5	1	1
533	VARIETY STORES. . . . .	122	3	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	286	16	1	3
54	FOOD STORES . . . . .	2 794	53	5	7
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	565	7	3	1
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	1 382	17	2	1
56	APPAREL AND ACCESSORY STORES. . . . .	1 357	137	19	25
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	610	46	13	18
562	WOMEN'S READY-TO-WEAR STORES. . . . .	386	26	7	16
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	747	91	6	7
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	924	43	9	13
5712	FURNITURE STORES. . . . .	289	14	1	5
OTHER 571	HOME FURNISHING STORES. . . . .	309	11	6	3
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	326	18	2	5
58	EATING AND DRINKING PLACES. . . . .	3 455	242	14	11
5812	EATING PLACES . . . . .	2 132	159	12	11
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	1 323	83	2	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	499	15	5	5
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	2 905	154	32	26
592	LIQUOR STORES . . . . .	492	13	4	3
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	114	-	-	2
597	JEWELRY STORES. . . . .	242	39	2	2
5992	FLORISTS. . . . .	232	5	2	4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes establishments on Main from N. Clinton to N. Harrison, on N. Harrison, Washington, and Lincoln from Main to William; on William from N. Clinton to Baldwin, and on Prospect from Main to No. 36A. (East Orange, Essex County)

MRC No. 2 Includes establishments on Central Ave. from Eppert St. to East Orange city limits (near Oakwood Ave.) (East Orange, Essex Co.)

TABLE 6. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers—Continued (see descriptions below)			
		No. 3	No. 5	No. 7	No. 8
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	90	29	254	195
	SALES . . . . . \$1,000. . .	16 666	20 914	51 080	51 193
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	29	6	74	47
	SALES . . . . . \$1,000. . .	4 530	3 803	7 066	9 001
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	39	19	104	100
	SALES . . . . . \$1,000. . .	10 525	14 002	31 771	37 265
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	22	4	76	48
	SALES . . . . . \$1,000. . .	1 611	3 109	12 243	4 927
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	90	29	254	195
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	2	-	6	6
5251	HARDWARE STORES . . . . .	-	-	1	1
52 EX. 5251	OTHER . . . . .	2	-	5	5
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	11	1	17	11
531	DEPARTMENT STORES . . . . .	1	1	2	3
533	VARIETY STORES. . . . .	3	-	3	3
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . .	7	-	12	5
54	FOOD STORES . . . . .	8	2	16	20
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	1	-	4	3
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	2	1	1	3
56	APPAREL AND ACCESSORY STORES. . . . .	20	17	63	64
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	9	13	21	24
562	WOMEN'S READY-TO-WEAR STORES. . . . .	8	9	15	14
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	11	4	42	40
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	8	1	24	25
5712	FURNITURE STORES. . . . .	3	-	10	8
OTHER 571	HOME FURNISHING STORES. . . . .	1	1	3	10
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	4	-	11	7
58	EATING AND DRINKING PLACES. . . . .	16	3	55	22
5812	EATING PLACES . . . . .	10	2	35	17
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	6	1	20	5
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	5	1	3	5
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	18	3	65	36
592	LIQUOR STORES . . . . .	1	1	9	4
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	-	-	3	3
597	JEWELRY STORES. . . . .	5	2	11	11
5992	FLORISTS. . . . .	-	-	5	2

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 3 Includes the planned center known as "Dover Shopping Center" and establishments in the area bounded by: Rockaway River, Essex, D.L. &amp; W. R.R. (Dover city, Morris County)

MRC No. 5 Includes establishments on Milburn Ave. from Myrtle Ave. to Holmes and Hamster Sts. (Essex County)

MRC No. 7 Includes the establishments in the area bounded by: Prince, North Broad, Chestnut, Madison Ave., E. Scott Pl., Bridge, Elizabeth River, Irvington Ave. (Elizabeth, Union Co.)

MRC No. 8 Includes establishments in the area bounded by: Bank Pl. extended, Bank Pl., both sides of E. Front to Richmond, north side of Watchung Ave., C. R.R. of N.J., Liberty, W. Front, Washington Ave., and city limits (Green Brook). (Plainfield city, Union County)

TABLE 6. Major Retail Centers in the SMSA: 1967--Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)			
		No. 9	No. 10	No. 11	No. 12
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	21	154	163	34
	SALES . . . . . \$1,000. .	29 597	30 234	59 987	24 687
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	3	31	43	6
	SALES . . . . . \$1,000. .	(0)	3 658	11 753	1 034
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	13	59	61	12
	SALES . . . . . \$1,000. .	26 449	18 699	36 627	7 934
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	5	64	59	16
	SALES . . . . . \$1,000. .	(0)	7 877	11 607	15 719
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	21	154	163	34
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	-	5	6	3
5251	HARDWARE STORES . . . . .	-	3	3	1
52 EX. 5251	OTHER . . . . .	-	2	3	2
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	2	10	8	1
531	DEPARTMENT STORES . . . . .	2	1	2	1
533	VARIETY STORES. . . . .	-	2	2	-
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	-	7	4	-
54	FOOD STORES . . . . .	2	12	17	-
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	-	7	6	4
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	-	1	2	5
56	APPAREL AND ACCESSORY STORES. . . . .	10	31	37	4
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	6	15	16	-
562	WOMEN'S READY-TO-WEAR STORES. . . . .	5	9	10	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	4	16	21	4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	1	18	16	7
5712	FURNITURE STORES. . . . .	1	3	5	4
OTHER 571	HOME FURNISHING STORES. . . . .	-	9	2	3
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	-	6	9	-
58	EATING AND DRINKING PLACES. . . . .	1	15	19	6
5812	EATING PLACES . . . . .	1	12	13	5
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-	3	6	1
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	-	4	7	-
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	5	51	45	4
592	LIQUOR STORES . . . . .	-	7	8	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	-	2	4	1
597	JEWELRY STORES. . . . .	1	6	7	-
5992	FLORISTS. . . . .	1	5	4	-

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. <sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 9 Includes the planned center known as "Short Hills Mall" in the area bounded by: River Rd., east boundary of the shopping center; Canoe Brook Rd., and Morris and Essex Tpk. (Essex County)

MRC No. 10 Includes establishments on Bloomfield Ave. from Gates Ave. to Bell, on South Park and Park Sts. from Church to Portland Pl., on Midland Ave. from Bloomfield Ave. to Portland Pl., on Church St. and Glenridge Ave. from Trinity Pl. to Willow and on S. Fullerton Ave. from Bloomfield Ave. to the Crescent. (Montclair, Essex County)

MRC No. 11 Includes establishments on Washington-W. Park Pl.--South St. from High to Headley Rd.; on Speedwell Ave. from N. Park Pl. to Henry; on Spring from Speedwell Ave. to Water; on Park Pl.; on Pine from South St. to Dumont Pl.; on Elm from South St. to Franklin; and on DeHart, Community Pl., and Madison from South St. to Maple Ave. (Morristown, Morris County)

MRC No. 12 Includes the planned center known as "Union Plaza Shopping Center" and establishments on both sides of Route 22 and island in center of Route 22 from Madison Ave. W. to Springfield Road. (Union County)



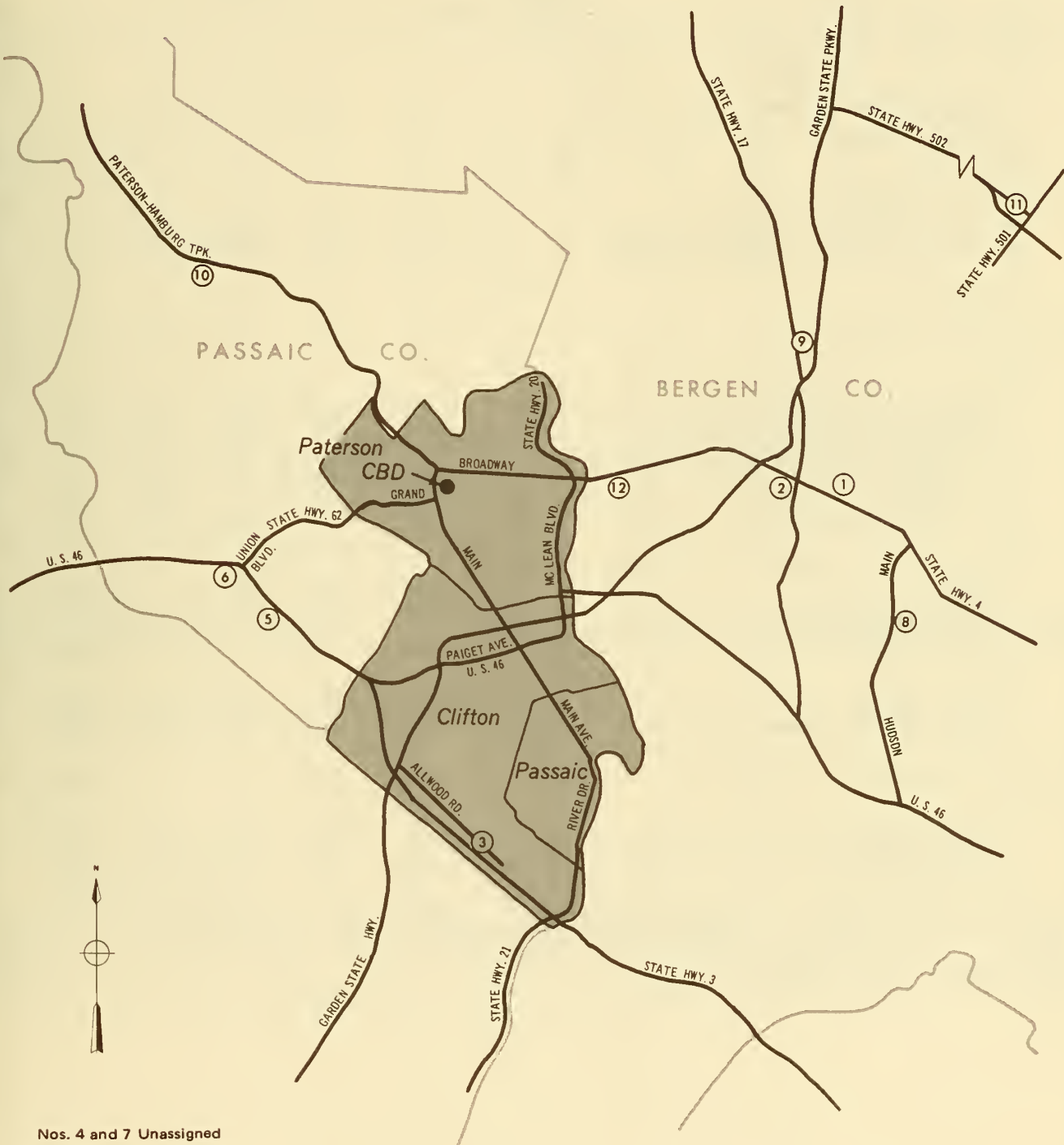
# PATERSON-CLIFTON-PASSAIC, N.J.

Standard Metropolitan Statistical Area  
and Central Business District



# PATERSON-CLIFTON-PASSAIC, N.J.

## Cities and Major Retail Centers



Nos. 4 and 7 Unassigned

● Central Business District

① Major Retail Centers

0 2 4 6 MILES

TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	378	68 464	10 942	3 188	497	75 423	11 620
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	9	831	111	24	10	652	67
5251	HARDWARE STORES. . . . .	7	(D)	(D)	(D)	5	444	31
52 EX. 5251	OTHER. . . . .	2	(D)	(D)	(D)	5	208	36
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	18	23 231	4 012	1 196	20	23 927	4 117
531	DEPARTMENT STORES. . . . .	2	(D)	(D)	(D)	2	(D)	(D)
533	VARIETY STORES . . . . .	4	(D)	(D)	(D)	4	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	12	4 920	526	108	14	4 494	615
54	FOOD STORES. . . . .	39	6 399	573	133	66	8 033	739
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	3	(D)	(D)	(D)	3	518	59
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	3	(D)	(D)	(D)	10	750	47
56	APPAREL AND ACCESSORY STORES . . . . .	91	16 954	2 646	641	123	19 150	2 768
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	36	5 043	827	259	55	6 653	960
562	WOMEN'S READY-TO-WEAR STORES . . . . .	20	3 953	660	213	24	4 043	644
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	55	11 911	1 819	382	68	12 497	1 808
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	24	(D)	(D)	(D)	32	(D)	(D)
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	1	(D)	(D)	(D)	4	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	20	3 719	644	135	25	3 511	537
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	4	388	(D)	(D)	7	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	47	7 740	1 417	318	55	9 101	1 558
5712	FURNITURE STORES . . . . .	18	4 711	911	196	19	4 893	926
OTHER 571	HOME FURNISHINGS STORES. . . . .	16	1 424	315	80	19	1 723	327
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	13	1 605	191	42	17	2 485	305
58	EATING AND DRINKING PLACES . . . . .	88	5 033	1 246	635	101	5 129	1 231
5812	EATING PLACES. . . . .	40	3 358	910	536	43	3 279	886
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	48	1 675	336	99	58	1 850	345
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	7	1 664	210	65	8	1 550	279
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	73	5 858	653	156	101	6 613	755
592	LIQUOR STORES. . . . .	10	1 104	69	12	13	1 205	62
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	4	608	72	19	5	592	62
597	JEWELRY STORES . . . . .	15	1 305	221	45	16	1 272	209
5992	FLORISTS . . . . .	4	184	35	5	7	222	50

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 517	230 711	27 615	7 113	1 706	204 354	24 008
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	44	5 556	774	123	40	5 608	636
5251	HARDWARE STORES. . . . .	24	(0)	304	56	23	2 093	268
52 EX. 5251	OTHER. . . . .	20	(0)	470	67	17	3 515	368
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	32	(0)	(0)	(0)	27	24 358	4 153
531	DEPARTMENT STORES. . . . .	2	(0)	(0)	(0)	2	(0)	(0)
533	VARIETY STORES . . . . .	6	3 274	636	201	6	3 715	705
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	24	5 572	599	126	19	(0)	(0)
54	FOOD STORES. . . . .	315	47 950	3 932	995	434	43 100	3 194
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	65	47 505	4 705	619	65	39 079	3 394
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	101	10 490	638	203	119	9 666	551
56	APPAREL AND ACCESSORY STORES . . . . .	149	21 019	3 044	782	184	21 469	2 939
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	69	7 647	1 108	359	80	7 751	1 059
562	WOMEN'S READY-TO-WEAR STORES . . . . .	44	6 175	903	299	39	4 987	746
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	80	13 372	1 936	423	104	13 718	1 880
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	26	5 472	847	158	37	4 791	643
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	2	(0)	(0)	(0)	24	4 294	571
566	SHOE STORES <sup>3</sup> . . . . .	25	4 272	711	160	34	3 799	559
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	6	(0)	(0)	(0)	9	834	107
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	94	17 380	2 739	546	104	16 152	2 597
5712	FURNITURE STORES . . . . .	35	9 318	(0)	(0)	36	8 275	1 479
OTHER 571	HOME FURNISHINGS STORES. . . . .	26	2 864	601	147	31	3 370	609
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	33	5 198	(0)	(0)	37	4 507	509
58	EATING AND DRINKING PLACES . . . . .	399	18 185	3 142	1 321	395	18 078	3 504
5812	EATING PLACES. . . . .	201	11 512	2 239	1 044	172	10 248	2 454
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	198	6 673	903	277	223	7 830	1 050
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	47	6 841	889	261	49	6 423	928
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	270	21 495	2 315	458	289	20 421	2 112
592	LIQUOR STORES. . . . .	56	5 487	336	91	58	5 014	285
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	11	816	72	19	11	704	66
597	JEWELRY STORES . . . . .	25	1 794	272	54	26	1 699	263
5992	FLORISTS . . . . .	23	730	82	16	20	587	89

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

PATERSON-CLIFTON-PASSAIC SMSA—Consists of Bergen and Passaic Counties, N.J.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	10 915	2 286 438	261 372	64 326	10 676	1 783 178	194 405
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	440	73 503	9 296	1 726	478	67 391	7 867
5251	HARDWARE STORES. . . . .	184	17 190	(D)	(D)	184	14 165	1 686
52 EX. 5251	OTHER. . . . .	256	56 313	(D)	(D)	294	53 226	6 181
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	323	398 937	49 035	13 673	233	252 002	29 820
531	DEPARTMENT STORES. . . . .	26	336 481	39 700	10 801	17	197 294	21 569
533	VARIETY STORES . . . . .	91	31 091	5 111	1 849	93	29 024	4 792
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	206	31 365	4 224	1 023	123	25 684	3 459
54	FOOD STORES. . . . .	2 032	593 035	50 980	12 622	2 250	460 937	37 618
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	490	369 135	33 748	5 024	487	324 689	27 561
55 PT. (554)	GASOLINE SERVICE STATIONS. . . . .	1 105	146 684	10 657	2 859	1 147	120 098	8 741
56	APPAREL AND ACCESSORY STORES . . . . .	942	155 534	21 925	5 390	981	122 484	16 837
562, 3, B	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	455	64 291	9 071	2 623	441	51 216	7 312
562	WOMEN'S READY-TO-WEAR STORES . . . . .	270	43 906	5 961	1 841	229	33 814	4 762
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	487	91 243	12 854	2 767	540	71 268	9 525
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	143	37 171	5 679	1 028	165	29 178	3 929
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	26	16 554	2 049	459	95	10 395	1 248
566	SHOE STORES <sup>3</sup> . . . . .	167	28 874	4 274	986	191	23 457	3 384
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	53	6 012	852	294	89	8 238	964
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	674	117 181	16 956	3 285	654	89 261	12 824
5712	FURNITURE STORES . . . . .	207	49 593	7 950	1 301	225	40 019	6 313
OTHER 571	HOME FURNISHINGS STORES. . . . .	228	26 356	4 838	1 157	205	22 137	3 636
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	239	41 232	4 168	827	224	27 105	2 875
58	EATING AND DRINKING PLACES . . . . .	2 382	178 253	39 367	12 929	2 312	146 078	30 508
5812	EATING PLACES. . . . .	1 469	138 689	33 224	11 101	1 341	106 004	24 803
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	913	39 564	6 143	1 828	971	40 074	5 705
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	374	61 611	8 873	2 387	355	49 897	7 149
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	2 153	192 565	20 535	4 431	1 779	150 341	15 480
592	LIQUOR STORES. . . . .	354	51 739	3 611	920	380	43 421	2 861
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	109	9 825	1 096	204	101	5 569	504
597	JEWELRY STORES . . . . .	168	12 519	1 734	374	113	8 795	1 204
5992	FLORISTS . . . . .	16 <sup>5</sup>	7 870	1 146	292	155	6 200	917

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA—Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	-9.2	12.9	28.2	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	27.4	-0.9	9.1	1.2	2.4	3.2
5251	HARDWARE STORES . . . . .	(D)	(D)	21.3	(D)	(D)	0.7
52 EX. 5251	OTHER . . . . .	(D)	(D)	5.8	(D)	(D)	2.5
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	-2.9	(D)	58.3	33.9	(D)	17.5
531	DEPARTMENT STORES . . . . .	(D)	8.7	70.5	(D)	11.1	14.7
533	VARIETY STORES . . . . .	(D)	-11.9	7.1	(D)	1.4	1.4
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	9.5	(D)	22.1	7.2	(D)	1.4
54	FOOD STORES . . . . .	-20.3	11.3	28.6	9.3	20.8	25.9
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	(D)	21.6	13.7	(D)	20.6	16.1
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	(D)	8.5	22.1	(D)	4.5	6.4
56	APPAREL AND ACCESSORY STORES . . . . .	-11.5	-2.1	27.0	24.8	9.1	6.8
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	-24.2	-1.3	25.5	7.4	3.3	2.8
562	WOMEN'S READY-TO-WEAR STORES . . . . .	-2.2	23.8	29.8	5.8	2.7	1.9
OTHER 56	OTHER APPAREL AND ACCESSORY STORES . . . . .	-4.7	-2.5	28.0	17.4	5.8	4.0
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	-15.0	7.6	31.3	11.3	7.5	5.2
5712	FURNITURE STORES . . . . .	-3.7	12.6	23.9	6.9	4.0	2.2
OTHER 571	HOME FURNISHINGS STORES . . . . .	-17.4	-15.0	19.0	2.1	1.2	1.2
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES . . . . .	-35.4	15.3	52.1	1.7	2.3	1.8
58	EATING AND DRINKING PLACES . . . . .	-1.9	0.6	22.0	7.4	7.9	7.8
5812	EATING PLACES . . . . .	2.4	12.3	30.8	4.9	5.0	6.1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-9.5	-14.8	-1.3	2.4	2.9	1.7
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	7.3	6.5	23.5	2.4	3.0	2.7
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>2</sup> . . . . .	-11.4	5.3	28.1	8.6	9.3	8.4
592	LIQUOR STORES . . . . .	-8.4	9.4	19.1	1.6	2.4	2.3
595	SPORTING GOODS STORES, BICYCLE SHOPS . . .	2.7	15.9	76.4	0.9	0.4	0.4
597	JEWELRY STORES . . . . .	2.6	5.6	42.3	1.9	0.8	0.5
5992	FLORISTS . . . . .	-17.1	24.4	26.9	0.3	0.3	0.3

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	29.7	3.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	15.0	1.1
5251	HARDWARE STORES . . . . .	(D)	(D)
52 EX. 5251	OTHER . . . . .	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	67.7	5.8
531	DEPARTMENT STORES . . . . .	(D)	(D)
533	VARIETY STORES. . . . .	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	88.3	15.7
54	FOOD STORES . . . . .	13.3	1.1
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	(D)	(D)
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	(D)	(D)
56	APPAREL AND ACCESSORY STORES. . . . .	80.7	10.9
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . . . .	65.9	7.8
562	WOMEN'S READY-TO-WEAR STORES. . . . .	64.0	9.0
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	89.1	13.1
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	(D)	(D)
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	87.1	12.9
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	(D)	6.5
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	44.5	6.6
5712	FURNITURE STORES. . . . .	50.6	9.5
OTHER 571	HOME FURNISHINGS STORES . . . . .	49.7	5.4
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	30.9	3.9
58	EATING AND DRINKING PLACES. . . . .	27.7	2.8
5812	EATING PLACES . . . . .	29.2	2.4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	25.1	4.2
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	24.3	2.7
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	27.3	3.0
592	LIQUOR STORES . . . . .	20.1	2.1
595	SPORTING GOODS STORES AND BICYCLE SHOPS . . . . .	74.5	6.2
597	JEWELRY STORES. . . . .	72.7	10.4
5992	FLORISTS. . . . .	25.2	2.3

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)	
				No. 1	No. 2
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	10 915	378	85	89
	SALES . . . . . \$1,000. .	2 286 438	68 464	71 442	141 567
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	4 788	134	17	13
	SALES . . . . . \$1,000. .	832 899	13 096	7 116	5 624
53 PT.56,57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	1 939	156	50	54
	SALES . . . . . \$1,000. .	671 652	47 925	60 570	125 484
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	4 188	88	18	22
	SALES . . . . . \$1,000. .	781 887	7 443	3 756	10 459
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	10 915	378	85	89
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS . . . . .	440	9	2	2
5251	HARDWARE STORES . . . . .	184	7	1	-
52 EX. 5251	OTHER . . . . .	256	2	1	2
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	323	18	5	8
531	DEPARTMENT STORES . . . . .	26	2	2	4
533	VARIETY STORES. . . . .	91	4	1	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	206	12	2	2
54	FOOD STORES . . . . .	2 032	39	8	6
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	490	3	1	2
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	1 105	3	4	4
56	APPAREL AND ACCESSORY STORES. . . . .	942	91	31	39
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	455	36	12	18
562	WOMEN'S READY-TO-WEAR STORES. . . . .	270	20	5	11
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	487	55	19	21
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	674	47	13	7
5712	FURNITURE STORES. . . . .	207	18	9	3
OTHER 571	HOME FURNISHING STORES. . . . .	228	16	2	2
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES . . . . .	239	13	2	2
58	EATING AND DRINKING PLACES. . . . .	2 382	88	9	6
5812	EATING PLACES . . . . .	1 469	40	8	5
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	913	48	1	1
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	374	7	-	1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	2 153	73	13	14
592	LIQUOR STORES . . . . .	354	10	3	-
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	109	4	-	-
597	JEWELRY STORES. . . . .	168	15	-	1
5992	FLORISTS. . . . .	165	4	1	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the planned center known as "Bergen Mall" and establishments at the intersection of State Hwy. No. 4 and Spring Valley Ave., extending on State Hwy. No. 4 from Farview Ave. to Forest Ave. (Paramus borough, Bergen Co.) Tract-PA-32

MRC No. 2 Includes the planned center known as "Garden State Shopping Center" and establishments on State Hwy. 17 from Century Rd. to Farview Ave. (Paramus borough, Bergen County)

TABLE 6. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)			
		No. 3	No. 5	No. 6	No. 8
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	22	12	20	214
	SALES . . . . . \$1,000. .	8 085	28 841	34 459	71 274
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	8	5	5	56
	SALES . . . . . \$1,000. .	3 022	(D)	(D)	6 360
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	8	3	8	108
	SALES . . . . . \$1,000. .	3 657	(D)	(D)	52 804
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	6	4	7	50
	SALES . . . . . \$1,000. .	1 406	657	1 459	12 110
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	22	12	20	214
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP-				
	MENT DEALERS . . . . .	2	-	3	4
5251	HARDWARE STORES . . . . .	1	-	-	-
52 EX. 5251	OTHER . . . . .	1	-	3	4
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	2	1	2	12
531	DEPARTMENT STORES . . . . .	1	1	2	1
533	VARIETY STORES. . . . .	1	-	-	5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	-	-	-	6
54	FOOD STORES . . . . .	2	1	2	13
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	-	1	2	7
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	-	2	2	4
56	APPAREL AND ACCESSORY STORES. . . . .	5	1	1	68
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES,				
	FURRIERS . . . . .	5	-	-	31
562	WOMEN'S READY-TO-WEAR STORES. . . . .	-	-	-	20
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	-	1	1	37
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT				
	STORES . . . . .	1	1	5	28
5712	FURNITURE STORES. . . . .	-	-	2	10
OTHER 571	HOME FURNISHING STORES. . . . .	-	1	1	9
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC				
	STORES . . . . .	1	-	2	9
58	EATING AND DRINKING PLACES. . . . .	5	4	3	37
5812	EATING PLACES . . . . .	4	4	2	23
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	1	-	1	14
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	1	-	-	6
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	4	1	-	35
592	LIQUOR STORES . . . . .	1	1	-	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	-	-	-	2
597	JEWELRY STORES. . . . .	1	-	-	8
5992	FLORISTS. . . . .	-	-	-	2

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 3 Includes the planned center known as "Styertowne Shopping Center" in the area bounded by: Allwood Rd., Erie R.R., N.J. State Hwy. No. 3, Bloomfield Ave. (Clifton city, Passaic Co.)

MRC No. 5 Includes establishments on U.S. Hwy. 46 from McBride Ave. to Browertown Rd. (Little Falls twp., Passaic Co.)

MRC No. 6 Includes establishments on U.S. Hwy. 46 from west property line of Two Guys from Harrison to Union Blvd. (Totowa borough, Passaic Co.)

MRC No. 8 Includes establishments in the area bounded by: State St., Ward St., rear property line of lots on north side of Main St., Temple Ave., rear property line of lots on south side of Hackensack Ave. and River St., Anderson St., River St., Court St., Main St. and Morris St. (Hackensack, Bergen Co.)



TABLE 6. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers—Continued (see descriptions below)			
		No. 9	No. 10	No. 11	No. 12
	RETAIL STORES, TOTAL: <sup>1</sup>				
	NUMBER. . . . .	84	17	18	29
	SALES . . . . . \$1,000. .	59 684	8 548	7 200	14 016
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER. . . . .	19	3	8	7
	SALES . . . . . \$1,000. .	20 311	(0)	(0)	(0)
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>				
	NUMBER. . . . .	33	8	5	13
	SALES . . . . . \$1,000. .	26 462	6 136	(0)	7 139
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER. . . . .	32	6	5	9
	SALES . . . . . \$1,000. .	12 911	(0)	480	(0)
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	84	17	18	29
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP-				
	MENT DEALERS . . . . .	6	1	1	-
5251	HARDWARE STORES . . . . .	2	-	-	-
52 EX. 5251	OTHER . . . . .	4	1	1	-
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	3	4	4	4
531	DEPARTMENT STORES . . . . .	2	1	1	1
533	VARIETY STORES . . . . .	-	1	1	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	1	2	2	1
54	FOOD STORES . . . . .	9	1	3	4
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	6	-	-	1
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	13	-	-	3
56	APPAREL AND ACCESSORY STORES. . . . .	12	3	1	7
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES,				
	FURRIERS . . . . .	5	-	1	2
562	WOMEN'S READY-TO-WEAR STORES. . . . .	5	-	1	1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	7	3	-	5
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT				
	STORES . . . . .	18	1	-	2
5712	FURNITURE STORES. . . . .	10	-	-	1
OTHER 571	HOME FURNISHING STORES. . . . .	5	1	-	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC				
	STORES . . . . .	3	-	-	-
58	EATING AND DRINKING PLACES. . . . .	9	2	4	2
5812	EATING PLACES . . . . .	8	2	3	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	1	-	1	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	1	-	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	7	5	4	5
592	LIQUOR STORES . . . . .	1	1	-	2
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	2	-	1	1
597	JEWELRY STORES. . . . .	3	-	-	-
5992	FLORISTS. . . . .	1	-	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

<sup>†</sup>Revised.<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 9 Includes planned center known as "The Fashion Center" and establishments on both sides of Route 17 from Midland Ave. to Linwood Ave., and both sides of East Ridgewood Ave. from Route 17 to Sandor Ct. (Paramus Boro, Bergen Co.)

MRC No. 10 Includes the planned center known as "Preakness Shopping Center" and establishments at the intersection of Paterson and Hamburg Turnpike and Alps Rd. (Wayne Township, Passaic Co.)

MRC No. 11 Includes the planned center known as "Closter Plaza" and establishments on Ver Valen St. from Closter Dock Rd. to Piermont Rd. (Closter)

MRC No. 12 Includes the planned center known as "Elmwood Shopping" and establishments on Broadway from Blvd. to E. 54th. (East Paterson)

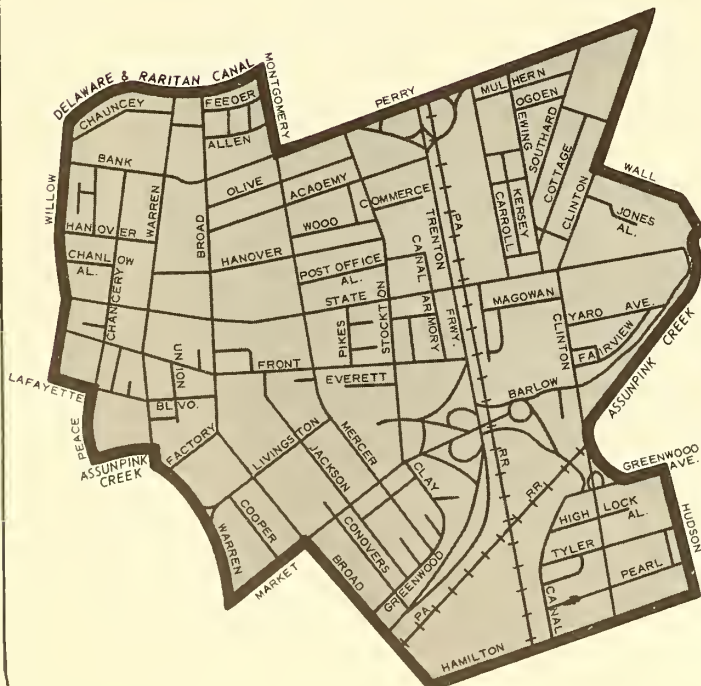
# TRENTON, N.J.

## Standard Metropolitan Statistical Area and Central Business District

1967



0 5 10 MILES



Comprising Census Tract 9

0 1000 2000 3000 FEET

# TRENTON, N.J.

## Standard Metropolitan Statistical Area and Central Business District

1963

STANDARD METROPOLITAN  
STATISTICAL AREA  
& CENTRAL CITY



CENTRAL  
BUSINESS  
DISTRICT



Comprising Census Tracts 9 and 16-A

0 1000 2000 FEET



# TRENTON, N.J.

## City and Major Retail Centers



TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	333	72 487	11 284	3 125	401	72 356	10 582
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	8	587	81	14	8	1 161	107
5251	HARDWARE STORES. . . . .	2	(D)	(D)	(D)	2	(D)	(D)
52 EX. 5251	OTHER. . . . .	6	(D)	(D)	(D)	6	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>2</sup> . . . . .	13	33 497	5 267	1 352	16	29 583	4 483
531	DEPARTMENT STORES. . . . .	4	(D)	(D)	(D)	4	26 101	3 820
533	VARIETY STORES . . . . .	3	(D)	(D)	(D)	4	2 690	556
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	6	859	144	39	8	792	107
54	FOOD STORES. . . . .	34	2 981	221	77	41	2 975	282
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	3	1 342	187	37	6	1 353	162
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	6	595	36	12	7	812	58
56	APPAREL AND ACCESSORY STORES . . . . .	78	15 307	2 242	751	91	15 977	2 438
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	33	8 653	1 318	532	37	9 066	1 441
562	WOMEN'S READY-TO-WEAR STORES . . . . .	20	7 166	1 139	375	23	8 262	1 327
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	45	6 654	924	219	54	6 911	997
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	15	3 197	513	95	24	(D)	(D)
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	5	608	90	38	2	(D)	(D)
566	SHOE STORES <sup>3</sup> . . . . .	19	2 369	285	72	24	2 286	299
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	4	357	36	14	4	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	34	4 697	894	201	46	7 798	979
5712	FURNITURE STORES . . . . .	10	2 444	483	95	19	4 041	558
OTHER 571	HOME FURNISHINGS STORES. . . . .	9	507	72	17	10	962	130
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	15	1 746	339	89	17	2 795	291
58	EATING AND DRINKING PLACES . . . . .	81	4 931	1 151	409	95	4 370	917
5812	EATING PLACES. . . . .	48	3 465	909	326	62	2 938	682
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	33	1 466	242	83	33	1 432	235
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	8	1 544	162	50	8	1 176	151
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	68	7 006	1 043	222	83	7 151	1 005
592	LIQUOR STORES. . . . .	7	1 217	128	40	8	1 156	111
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	2	(D)	(D)	(D)	2	(D)	(D)
597	JEWELRY STORES . . . . .	16	2 941	545	92	11	2 395	425
5992	FLORISTS . . . . .	2	(D)	(D)	(D)	2	(D)	(U)

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 380	207 851	25 712	6 789	1 484	191 388	22 574
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	40	5 306	695	115	59	7 836	898
5251	HARDWARE STORES. . . . .	15	(D)	50	16	25	1 491	126
52 EX. 5251	OTHER. . . . .	25	(D)	645	99	34	6 345	772
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	35	41 588	6 227	1 674	30	48 050	6 063
531	DEPARTMENT STORES. . . . .	6	35 644	5 206	1 356	7	(D)	(D)
533	VARIETY STORES . . . . .	14	4 621	(D)	(D)	12	3 577	729
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	15	1 323	(D)	(D)	11	(D)	(D)
54	FOOD STORES. . . . .	295	34 961	2 719	712	344	33 522	2 447
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	37	24 053	2 309	330	35	15 515	1 534
55 PT.(554)	GASOLINE SERVICE STATIONS. . . . .	104	10 931	606	212	102	8 944	619
56	APPAREL AND ACCESSORY STORES . . . . .	143	21 436	3 093	938	165	20 431	2 955
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	57	10 458	1 493	584	70	11 165	1 689
562	WOMEN'S READY-TO-WEAR STORES . . . . .	39	8 433	1 244	416	51	10 024	1 525
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	86	10 978	1 600	354	95	9 266	1 266
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	22	5 070	894	155	30	4 458	636
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	10	1 002	147	64	25	1 324	177
566	SHOE STORES <sup>3</sup> . . . . .	31	4 039	523	121	34	2 964	401
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . .	4	357	36	14	6	520	52
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	79	10 695	1 699	356	96	13 895	1 737
5712	FURNITURE STORES . . . . .	27	4 748	830	152	35	7 006	964
OTHER 571	HOME FURNISHINGS STORES. . . . .	21	1 583	194	47	27	2 153	227
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	31	4 364	675	157	34	4 736	546
58	EATING AND DRINKING PLACES . . . . .	355	20 531	3 794	1 350	360	15 758	2 655
5812	EATING PLACES. . . . .	189	12 825	2 795	991	178	7 990	1 761
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	166	7 706	999	359	182	7 768	894
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES . . . . .	48	6 744	773	258	47	4 743	543
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	244	31 606	3 797	844	222	20 577	2 817
592	LIQUOR STORES. . . . .	52	6 331	579	158	47	4 779	464
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	12	1 053	106	18	6	494	49
597	JEWELRY STORES . . . . .	21	3 061	558	97	20	2 026	358
5992	FLORISTS . . . . .	22	1 060	189	46	20	656	150

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

TRENTON SMSA Coextensive with Mercer County, N.J.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)	Paid employees for week including March 12  (number)	Estab- lish- ments  (number)	Sales  (\$1,000)	Payroll, entire year  (\$1,000)
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	2 545	504 858	59 741	15 068	2 683	430 763	49 429
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS. . . . .	104	17 217	2 420	421	122	21 817	2 699
5251	HARDWARE STORES. . . . .	41	3 392	468	97	42	3 684	487
52 EX. 5251	OTHER. . . . .	63	13 825	1 952	324	80	18 133	2 212
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	74	71 052	9 758	2 737	64	59 067	7 654
531	DEPARTMENT STORES. . . . .	9	56 605	7 420	1 986	9	48 168	5 794
533	VARIETY STORES . . . . .	26	10 642	(D)	(D)	29	8 517	1 586
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	39	3 805	(D)	(D)	26	2 382	274
54	FOOD STORES. . . . .	452	110 971	8 865	2 161	536	89 500	6 895
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	115	84 553	8 217	1 220	102	71 863	6 485
55 PT. (554)	GASOLINE SERVICE STATIONS. . . . .	241	32 719	2 298	699	261	26 676	2 097
56	APPAREL AND ACCESSORY STORES . . . . .	216	32 725	4 663	1 324	243	28 880	4 095
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	90	14 483	2 111	743	100	13 412	1 921
562	WOMEN'S READY-TO-WEAR STORES . . . . .	61	11 603	1 780	550	72	11 609	1 696
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	126	18 242	2 552	581	143	15 468	2 174
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	33	7 385	1 258	207	46	6 618	987
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	17	2 609	382	139	33	2 362	318
566	SHOE STORES <sup>3</sup> . . . . .	43	6 372	805	192	53	4 949	663
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . .	9	1 000	107	43	11	1 539	206
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES. . . . .	159	29 406	4 023	805	164	26 282	3 404
5712	FURNITURE STORES . . . . .	47	11 617	1 830	371	51	11 711	1 649
OTHER 571	HOME FURNISHINGS STORES. . . . .	51	4 889	785	127	52	4 801	669
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . . . .	61	12 900	1 408	307	61	9 770	1 086
58	EATING AND DRINKING PLACES . . . . .	608	45 322	9 515	3 386	641	38 659	7 840
5812	EATING PLACES. . . . .	372	33 583	7 910	2 825	379	26 433	6 231
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	236	11 739	1 605	561	262	12 226	1 609
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	93	16 716	2 226	643	86	13 419	1 749
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	483	64 177	7 756	1 672	464	54 600	6 511
592	LIQUOR STORES. . . . .	82	13 469	1 238	299	82	11 018	1 056
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	28	2 065	182	31	26	1 368	94
597	JEWELRY STORES . . . . .	30	4 096	715	126	29	3 112	538
5992	FLORISTS . . . . .	42	2 076	308	85	45	1 579	263

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

\*Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA-Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	0.2	8.6	17.2	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS . . . . .	-49.4	-32.3	-21.1	0.8	2.6	3.4
5251	HARDWARE STORES . . . . .	(D)	(D)	-7.9	(D)	(D)	0.7
52 EX. 5251	OTHER . . . . .	-57.1	(D)	-23.8	(D)	(D)	2.7
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	13.2	-13.4	20.3	46.2	20.0	14.1
531	DEPARTMENT STORES . . . . .	(D)	(D)	17.5	(D)	17.2	11.2
533	VARIETY STORES . . . . .	(D)	29.2	24.9	(D)	2.2	2.1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	8.4	(D)	59.7	1.2	0.6	0.8
54	FOOD STORES . . . . .	0.2	4.3	24.0	4.1	16.8	22.0
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	-0.8	55.0	17.6	1.9	11.6	16.7
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	-26.7	22.2	22.6	0.8	5.3	6.5
56	APPAREL AND ACCESSORY STORES . . . . .	-4.2	4.9	13.3	21.1	10.3	6.5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS . . . . .	-4.6	-6.3	8.0	11.9	5.0	2.9
562	WOMEN'S READY-TO-WEAR STORES . . . . .	-13.3	-15.9	-0.1	9.9	4.1	2.3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES . . . . .	-3.7	18.5	17.9	9.2	5.3	3.6
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	-39.8	-23.0	11.9	6.5	5.1	5.8
5712	FURNITURE STORES . . . . .	-39.5	-32.2	-0.8	3.4	2.2	2.3
OTHER 571	HOME FURNISHINGS STORES . . . . .	-47.3	-26.5	1.8	0.7	0.8	1.0
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES . . . . .	-37.5	-7.9	32.0	2.4	2.1	2.5
58	EATING AND DRINKING PLACES . . . . .	12.8	30.3	17.2	6.8	9.9	9.0
5812	EATING PLACES . . . . .	17.9	60.5	27.0	4.8	6.2	6.7
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	2.4	-0.8	-4.0	2.0	3.7	2.3
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	31.3	42.2	24.6	2.1	3.2	3.3
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>2</sup> . . . . .	-2.0	53.6	17.5	9.7	15.2	12.7
592	LIQUOR STORES . . . . .	5.3	32.5	22.2	1.7	3.0	2.7
595	SPORTING GOODS STORES, BICYCLE SHOPS . . .	(D)	113.1	50.9	(D)	0.5	0.4
597	JEWELRY STORES . . . . .	22.8	51.1	31.6	4.1	1.5	0.8
5992	FLORISTS . . . . .	(D)	61.6	31.5	(D)	0.5	0.4

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	34.9	14.4
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	11.1	3.4
5251	HARDWARE STORES . . . . .	(D)	(D)
52 EX. 5251	OTHER . . . . .	9.9	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	80.5	47.1
531	DEPARTMENT STORES . . . . .	(D)	(D)
533	VARIETY STORES. . . . .	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	64.9	22.6
54	FOOD STORES . . . . .	8.5	2.7
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	5.6	1.6
55 PT.(554)	GASOLINE SERVICE STATIONS . . . . .	5.4	1.8
56	APPAREL AND ACCESSORY STORES. . . . .	71.4	46.8
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . . . .	82.7	59.7
562	WOMEN'S READY-TO-WEAR STORES. . . . .	85.0	61.8
OTHER 56	OTHER APPAREL AND ACCESSORY STORES <sup>2</sup> . . . . .	60.6	36.5
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES <sup>3</sup> . . . . .	63.1	43.3
565	FAMILY CLOTHING STORES <sup>3</sup> . . . . .	60.7	23.3
566	SHOE STORES <sup>3</sup> . . . . .	58.7	37.2
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. <sup>3</sup> . . . . .	100.0	35.7
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	43.9	16.0
5712	FURNITURE STORES. . . . .	51.5	21.0
OTHER 571	HOME FURNISHINGS STORES . . . . .	32.0	10.4
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	40.0	13.5
58	EATING AND DRINKING PLACES. . . . .	24.0	10.9
5812	EATING PLACES . . . . .	27.0	10.3
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	19.0	12.5
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES. . . . .	22.9	9.2
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>4</sup> . . . . .	22.2	10.9
592	LIQUOR STORES . . . . .	19.2	9.0
595	SPORTING GOODS STORES AND BICYCLE SHOPS . . . . .	(D)	(D)
597	JEWELRY STORES. . . . .	96.1	71.8
5992	FLORISTS. . . . .	(D)	(D)

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

F Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.<sup>3</sup>1967 data limited to "employer" establishments.<sup>4</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.



TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)
				No. 1
	RETAIL STORES, TOTAL: <sup>1</sup>			
	NUMBER. . . . .	2 545	333	38
	SALES . . . . . \$1,000. .	504 858	72 487	18 710
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER. . . . .	1 153	123	13
	SALES . . . . . \$1,000. .	173 009	9 456	9 777
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>			
	NUMBER. . . . .	449	125	14
	SALES . . . . . \$1,000. .	133 183	53 501	7 557
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER. . . . .	943	85	11
	SALES . . . . . \$1,000. .	198 666	9 530	1 376
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	2 545	333	38
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . . .	104	8	2
5251	HARDWARE STORES . . . . .	41	2	1
52 EX. 5251	OTHER . . . . .	63	6	1
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	74	13	2
531	DEPARTMENT STORES . . . . .	9	4	1
533	VARIETY STORES. . . . .	26	3	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	39	6	-
54	FOOD STORES . . . . .	452	34	6
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	115	3	1
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	241	6	1
56	APPAREL AND ACCESSORY STORES. . . . .	216	78	7
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . .	90	33	3
562	WOMEN'S READY-TO-WEAR STORES. . . . .	61	20	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	126	45	4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES .	159	34	5
5712	FURNITURE STORES. . . . .	47	10	-
OTHER 571	HOME FURNISHING STORES. . . . .	51	9	3
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES. . .	61	15	2
58	EATING AND DRINKING PLACES. . . . .	608	81	5
5812	EATING PLACES . . . . .	372	48	5
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	236	33	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	93	8	2
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	483	68	7
592	LIQUOR STORES . . . . .	82	7	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	28	2	1
597	JEWELRY STORES. . . . .	30	16	1
5992	FLORISTS. . . . .	42	2	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the planned center known as "Princeton Shopping Center" on N. Harrison St. from Valley Rd. to Clearview Ave. (Princeton)

TABLE 6. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers—Continued (see descriptions below)		
		No. 2	No. 3	No. 4
	RETAIL STORES, TOTAL: <sup>1</sup>			
	NUMBER. . . . .	16	22	16
	SALES . . . . . \$1,000. .	9 580	7 486	18 224
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER. . . . .	3	6	5
	SALES . . . . . \$1,000. .	(0)	(0)	3 002
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>			
	NUMBER. . . . .	10	7	7
	SALES . . . . . \$1,000. .	6 451	4 523	14 633
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER. . . . .	3	9	4
	SALES . . . . . \$1,000. .	(0)	(0)	589
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	16	22	16
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS. . . . .	1	1	2
5251	HARDWARE STORES . . . . .	-	-	-
52 EX. 5251	OTHER . . . . .	1	1	2
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	3	2	3
531	DEPARTMENT STORES . . . . .	1	1	1
533	VARIETY STORES. . . . .	1	-	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . . . .	1	1	1
54	FOOD STORES . . . . .	2	4	2
55 EX. 554	AUTOMOTIVE DEALERS. . . . .	-	3	-
55 PT. (554)	GASOLINE SERVICE STATIONS . . . . .	-	1	-
56	APPAREL AND ACCESSORY STORES. . . . .	6	4	3
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . . . .	1	1	1
562	WOMEN'S READY-TO-WEAR STORES. . . . .	1	1	1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES. . . . .	5	3	2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES . . . . .	1	1	1
5712	FURNITURE STORES. . . . .	1	1	-
OTHER 571	HOME FURNISHING STORES. . . . .	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES. . . . .	-	-	1
58	EATING AND DRINKING PLACES. . . . .	-	1	2
5812	EATING PLACES . . . . .	-	1	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . . . .	-	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES. . . . .	1	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	2	4	2
592	LIQUOR STORES . . . . .	1	-	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . . .	-	-	-
597	JEWELRY STORES. . . . .	-	1	-
5992	FLORISTS. . . . .	-	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 2 Includes the planned center known as "Lawrence Shopping Center" on the south side of Brunswick Ave. (U.S. Hwy. 1) at Texas Ave. (Lawrence township, Mercer Co.)

MRC No. 3 Includes the planned center known as "Independence Mall Shopping Center" and establishments on S. Broad St. from Lillian Ave. to Trebor Dr. (Trenton)

MRC No. 4 Includes the planned center known as "Capital Plaza Shopping Center" at the intersection of Spruce Ave. and Princeton Ave.

# VINELAND-MILLVILLE-BRIDGETON, N.J.

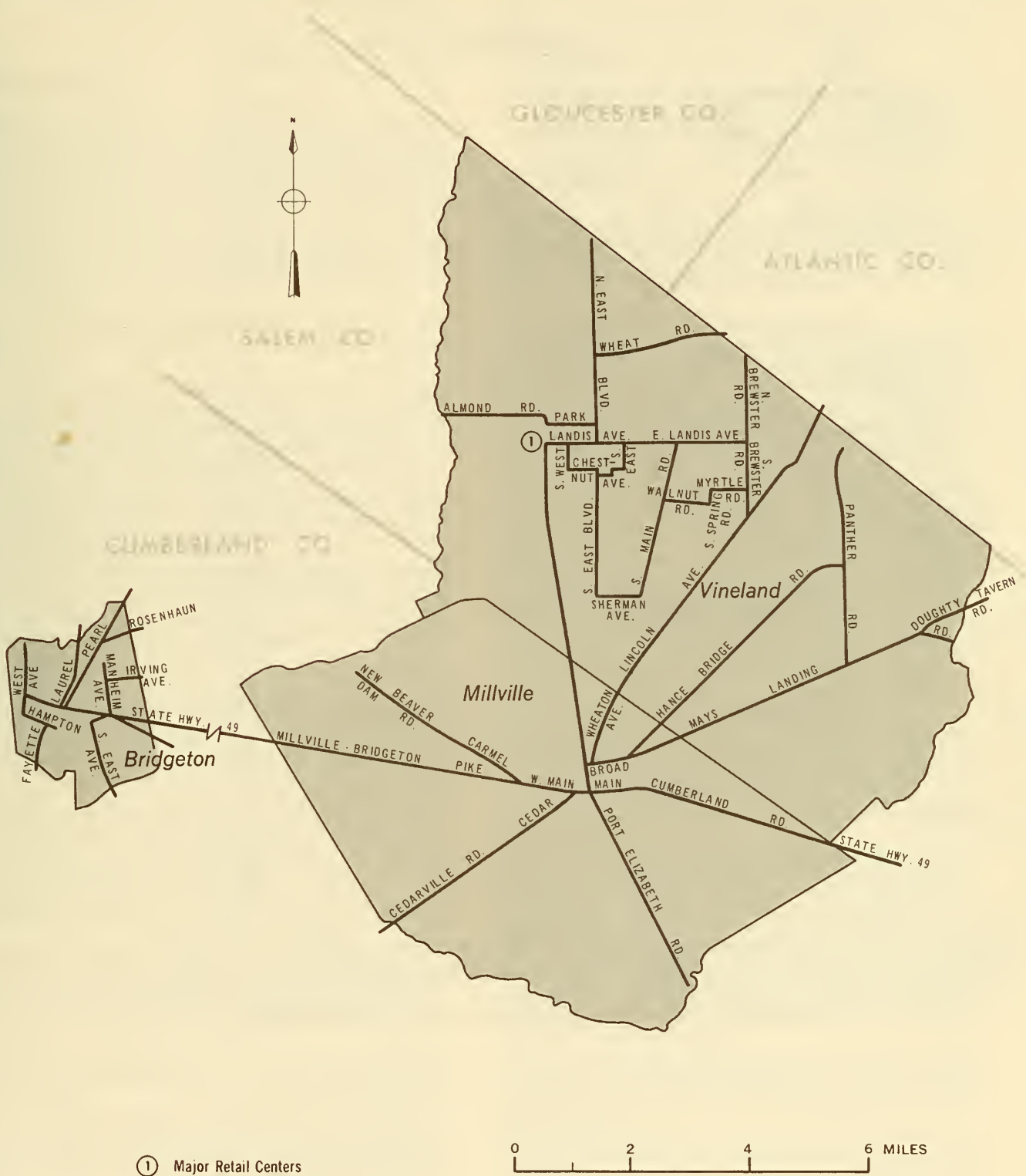
Standard Metropolitan Statistical Area





# VINELAND-MILLVILLE-BRIDGETON, N.J.

## Cities and Major Retail Centers



① Major Retail Centers

0 2 4 6 MILES

TABLE 1. Major Retail Centers in the SMSA: 1967

VINELAND-MILLVILLE-BRIDGETON SMSA—Coextensive with Cumberland County, N.J.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	
	RETAIL STORES, TOTAL: <sup>1</sup>			
	NUMBER . . . . .	1 197		49
	SALES. . . . . \$1,000. .	198 687		46 929
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER . . . . .	448		16
	SALES. . . . . \$1,000. .	67 770		14 885
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): <sup>2</sup>			
	NUMBER . . . . .	232		15
	SALES. . . . . \$1,000. .	52 448		23 923
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER . . . . .	517		18
	SALES. . . . . \$1,000. .	78 469		8 121
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL <sup>1</sup> . . . . .	1 197		49
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP-			
	MENT DEALERS. . . . .	57		3
5251	HARDWARE STORES. . . . .	15		1
52 EX. 5251	OTHER. . . . .	42		2
53 PART	GENERAL MERCHANDISE GROUP STORES <sup>1</sup> . . . . .	44		5
531	DEPARTMENT STORES. . . . .	5		4
533	VARIETY STORES . . . . .	13		1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	26		-
54	FOOD STORES. . . . .	233		8
55 EX. 554	AUTOMOTIVE DEALERS . . . . .	98		6
55 PT. (554)	GASOLINE SERVICE STATIONS. . . . .	126		5
56	APPAREL AND ACCESSORY STORES . . . . .	105		6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	50		3
562	WOMEN'S READY-TO-WEAR STORES . . . . .	32		3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES . . . . .	55		3
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT			
	STORES. . . . .	83		4
5712	FURNITURE STORES . . . . .	30		2
OTHER 571	HOME FURNISHING STORES . . . . .	16		-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	37		2
58	EATING AND DRINKING PLACES . . . . .	193		7
5812	EATING PLACES. . . . .	127		5
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	66		2
59 EX. (591)	DRUG STORES AND PROPRIETARY STORES . . . . .	22		1
59 EX. 591	MISCELLANEOUS RETAIL STORES <sup>3</sup> . . . . .	236		4
592	LIQUOR STORES. . . . .	28		-
595	SPORTING GOODS STORES, BICYCLE SHOPS . . . .	14		1
597	JEWELRY STORES . . . . .	20		-
5992	FLORISTS . . . . .	16		-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

<sup>1</sup>Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.<sup>2</sup>Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.<sup>3</sup>Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the planned centers known as "Delsea Shopping Center" and "Vineland Shopping Plaza," and establishments on Landis from 2nd St. to Orchard Dr., and on Delsea Dr. from the circle north to Almond Rd. (Vineland)

# Appendix

## GENERAL EXPLANATION

### CENSUS COVERAGE

**Method of Coverage**—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all "employer" establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for "nonemployers" was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the "mail universe" and the "nonmail" universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

**1. The "nonmail" universe**—This group consists of firms which were not required to file a regular census return and includes the following categories:

a. All "nonemployers"—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See "Comparison of the 1963 Census With the 1967 Census," item 4, on the next page.)

In the 1967 Census, data for all nonemployer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the nonemployer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail nonemployer firms which reported as a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

b. Selected "small employers"—"Employers" consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the "mail" universe). The cutoff varied by kind of business and was designed, in most cases, to limit the "nonmail" group to establishments which would account for approximately 20 percent of total sales in each kind of business. The "number-of-employee" equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for "under cutoff" employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

**2. The "mail" universe**—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The "mail" universe includes the following categories:

a. Firms in the census prec canvass—The census prec canvass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the prec canvass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the prec canvass.

b. Firms not in the census prec canvass—Other firms included in the "mail" universe consist of the following categories:

- (1) The 10 percent of "small employer" firms referred to in section 1-b above.
- (2) Other employers than those covered by section 1-b or 2-a above.

**Comparison of the 1963 Census with the 1967 Census**—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

**1. Classification**—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for "nonemployer" firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of "employer" and "nonemployer" establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.

b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.

c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.

d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

**2. Areas**—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.

**3. Active proprietors**—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two



proprietors for each establishment in business during the week of November 15. In this report, the count of active proprietors is based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multiunit firms:

- a. All "employer" firms which had a first quarter 1967 payroll.
- b. All "nonemployer" firms in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

4. Coverage of nonemployers—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census non-employer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an inscope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. Payroll—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the "company" or "enterprise" which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual<sup>1</sup> for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store),

only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

**Sales**—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.

**Payroll, entire year**—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons which are reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include compensation of proprietors or of partners. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for purposes of reporting on Form 941.

**Paid employees for the pay period including March 12, 1967**—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1967. Included are employees on paid sick leave, paid holidays, and paid vacations. Proprietors and partners of unincorporated businesses are not included. The definition of paid employees is the same as used in reporting on IRS Form 941.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

As noted in the introduction, this report does not include data for nonstore retailers (part of SIC major group 53).

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC

<sup>1</sup> Executive Office of the President, Bureau of the Budget, Standard Industrial Classification Manual, 1967.



Manual, additional kinds of business have been identified within the SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities or lines of merchandise are characteristic of different kinds of business will be available in the Census of Business report, Merchandise Line Sales, Series BC67—MLS.)

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

#### BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

Hardware stores (SIC 5251)—Establishments primarily selling a number of basic hardware lines, such as tools, builders' hardware, paint, glass, housewares, household appliances, cutlery, and roofing materials.

#### GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Except "Nonstore Retailers")

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC 532, 534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent of

total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self-designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

#### FOOD STORES (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

#### AUTOMOTIVE DEALERS (SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores." Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

#### GASOLINE SERVICE STATIONS (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

#### APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Women's clothing, specialty stores; furriers (SIC 562, 563, and 568)—Comprises the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales



of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

**Women's accessory and specialty stores (SIC 563)**—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery) and women's accessories and specialties, such as millinery (ready to wear and custom made), foundation garments, lingerie, gloves, and handbags. Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

**Furriers and fur shops (SIC 568)**—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling any one line or a combination of the lines of men's, women's, and children's footwear.

**Apparel and accessory stores, n.e.c. (SIC 564, 567, and 569)**—Comprises the following industries:

**Children's and infants' wear stores (SIC 564)**—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

**Custom tailors (SIC 567)**—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc., made on their own premises to customer order. Establishments primarily selling furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

**Miscellaneous apparel and accessory stores (SIC 569)**—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

#### FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware,

domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. (Establishments selling household appliances, record players, and radio and TV sets, are also included if receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.)

**Home furnishings stores (SIC 571, except 5712)**—Establishments primarily selling floor coverings; curtains, draperies, and upholstery materials; china, glassware, and metalware; lamps and lampshades; blinds and window shades; picture frames and mirrors; etc.

**Household appliance, radio-TV, music stores (SIC 572 and 573)**—Comprises the following industries:

**Household appliance stores (SIC 572)**—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

**Radio and television stores (SIC 5732)**—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales of radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

**Record shops (part of SIC 5733)**—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

**Musical instrument stores (part of SIC 5733)**—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

#### EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or "take-home" consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in SIC 54 as "Food Stores."

**Eating places (SIC 5812)**—Comprises the following industries:

**Restaurants, lunchrooms, caterers**—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods



and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

**Cafeterias**—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

**Refreshment places**—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbecued chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group and are not included in this series of reports.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

#### DRUG STORES AND PROPRIETARY STORES (SIC 591)

**Drug stores (part of SIC 591)**—Establishments selling prescriptions, proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

#### MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

**Liquor stores (SIC 592)**, also government-operated liquor stores (part of major groups 92 and 93)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Sporting goods stores; bicycle shops (SIC 595)**—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and

other sports; and gymnasium and playground equipment. Also, establishments primarily selling bicycle and bicycle parts and accessories.

**Jewelry stores (SIC 597)**—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

**Florists (SIC 5992)**—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises.

In addition to the kinds of business described above, for which data are shown separately in this report, this group includes other retail stores, such as antique and secondhand stores; hay, grain, feed, and other farm supply stores; garden supply stores; coal, wood, ice, fuel oil, and liquefied petroleum gas dealers; cigar stores, stands; newsdealers, newsstands; gift, novelty, souvenir shops; optical goods stores; type-writer stores; luggage, leather goods stores; hobby, toy, game shops; religious goods stores; pet shops; and other establishments selling specialized lines of merchandise, such as collectors' items and supplies, artists' supplies, and other lines not elsewhere classified. Although data for these establishments are not shown separately, they are included in the group total.

#### NONSTORE RETAILERS (Part of SIC Major Group 53)

The establishments primarily engaged in these activities are not included in this series of reports of the 1967 Census of Business but are included in all other retail trade publications of the census. Included in this classification are mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations. In this census, the sales made at catalog sales desks in retail stores were tabulated as part of the stores' sales rather than as a part of the sales of mail-order houses, as had been done in the earlier censuses.

#### SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.



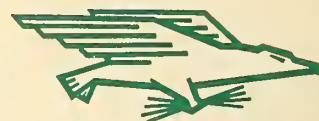




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